AUGUST 5, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

how to be one of the smartest people in town

an invitation to join the parade of alert *agency people, advertisers and scores of others who call on WOR for* facts— *to be found nowhere else.*

HERE EVERY DAY come people, by phone and otherwise. Smart people on the prowl. Agency people, advertisers and others plus. More will come tomorrow and more next day — for requests rise steadily.

what on earth brings this regiment?

The fact that WOR is exclusive subscriber to, and analyst of, the Nielsen Radio Index, New York Area. Facts ferreted out by this crack audimeter service save advertisers time, money, headaches; applied to WOR, or other, programming, they practically *guarantee* successful spotting. Ready for WOR's clients, too, are the findings of C. E. Hooper and the Pulse of New York. All are grouped, classified, simplified to help you pick the right time, opposite the right shows, during the proper seasons with minimum trouble and mayhem.

and what else lures them?

The fact that more than 100 success stories — the greatest collection of success stories ever gathered by any station anywhere — are carefully filed for comparison and profit-making study. Everything from autos to con carne to lipstick to turkey. And what WOR can't show you, it will search for with the calm ferocity of a Charlie Chan.

The fact that our flying wedge of marketing experts are hip-deep in uncommonly sound facts covering more things than you could imagine regarding the 7 great states, and 16 cities of more than 100,000 people each, which WOR covers at some of the lowest costs-per-thousand in American radio.

The next time you have a problem regarding a time or program, call WOR. The smartest people are doing it, and, in the process, saving time and mistakes that cost cash.

our address is **WOR**

—that power-full station at 1440 Broadway, in New York

MUTUAL

McCleansboro, Illinois, Leader

WLS Barn Dance Stars in Personal Appearance Show at Homecoming

Will Give Program Saturday Evening; Part To Be Broadcast

Waukegan, Illinois, News-Sun

WLS Entertainers On

Headlining the array of radio stars from station WLS who are scheduled to appear at the City-Farm picnic to be held at the Dady and Decker Picnic grounds at Gages lake, Wednesday, June 9 under the auspices of the Commercial division of the Waukegan-North Chicago Chamber of Commerce and the Lake County Farm bureau will be the Linder sisters.

Kewanee, Illinois, Star-Courier

DR. JOHN HOLLAND

Dr. John Holland, pastor of radio's 'Little Brown Church of the Air," will be speaker at commencement exercises for the class of 1946 at Wethersfield high school at 8 p. m. Wednesday, May 29, in the school gymnasium, it was announced today by Superintendent Elmer E. Fischer.

Harvard, Illinois, Herald

Plans for this year's celebration are the finest ever. Those citizens of the community who have worked to perfect the plans are to be complimented. Besides the WLS Dinner Bell broadcast and the afternoon entertainment by popular Barn Dance stars, the program this year includes a Holstein Judging contest by the McHenry County Holstein Breeders' association, starting at 9:30 a.m. (DST) and the new float parade, scheduled to start at 10, with three bands marching in it. So if you want to see all of Milk Day, you'll have to be in Harvard early next Wednesday.

"We're One of the Family in Midwest America!"

A FEW OF THE THOUSANDS OF "LOCAL" NEWS STORIES THAT SHOW HOW WLS IS "ONE OF THE FAMILY IN MIDWEST AMERICA."

Paola, Indiana, News

NASHVILLE—Facts about Brown County were featured in "This Is Our County," a broadcast over Prairie Farmer—WLS Dinner-Bell Program on May 10. There were eleven people who planned the program; they represented artists, the Grange schools, agriculture, newspapers, state park, county officers. In addition to facts, listeners were told "In the hills of Brown County, nature has created an abundance of beauty unsurpassed—a beauty that has drawn artists and nature-loving tourists from everywhere—Welcome to Brown County."

East Jordan, Michigan, Herald

WLS Melodeers Coming May 31

SQUARE AND MODERN DANCING, AND "JUST LISTENING" AT EAST JORDAN H. S. GYM.

Whether you're old and gray, or a reg'lar spring chicken, you'll enjoy hearing, and dancing to the music of the WLS Melodeers at East Jordan High School, May 31st.

Clear Lake, Iowa, Reporter

The official 1945 corn yield champions of Iowa, Illinois and Indiana met in Chicago last week to appear for an interview over radio station WLS, during the noon Dinner Bell Hour, sponsored daily by Prairie Farmer.

Stockton, Illinois, Herald-News

The Berlage farm, west of Elizabeth will be the scene of the Annual Sheep Day, developed several years ago by Otis Berlage, known as a master farmer, as means of cooperating with the young people of the county in development of better quality sheep.

WLS representatives will visit the Berlage farm on Monday, June 10, to cut the wire recording for airing the following day from 12 noon to 12:30 (CST) over the Dinner Bell program.

Streator, Illinois, Times-Press

Mrs. Drucilla Votaw of 1103 S. Bloomington street, has returned from Bement, where she visited in the home of her son, Reed, and family. She made the return trip with Mr. Lonny Kinley of Monticello, who also took her to Chicago to see WLS Barn Dance and to shop.

Nokomis, Illinois, Free-Press-Progress

MARTHA CRANE OF WLS TO SPEAK AT MONTGOMERY COUNTY ACHIEVEMENT DAY

Martha Crane, co-conductor with Helen Joyce of the WLS Feature Foods program, heard over the Prairie Farmer station Monday through Saturday for the past eleven years, will be the guest speaker at the Montgomery County Home Bureau Achievement Day, Thursday, June 13 at Hillsboro, Illinois. Her subject: "Behind the Scenes in Radio."

Decatur, Illinois, Herald

Radio station WLS has had a lot to say lately about the need for this loaf too, reading letters from women who want a small one, and giving all the ideas possible for using a big loaf after it has become on the stale side. Hey, WLS, look what Decatur has produced!

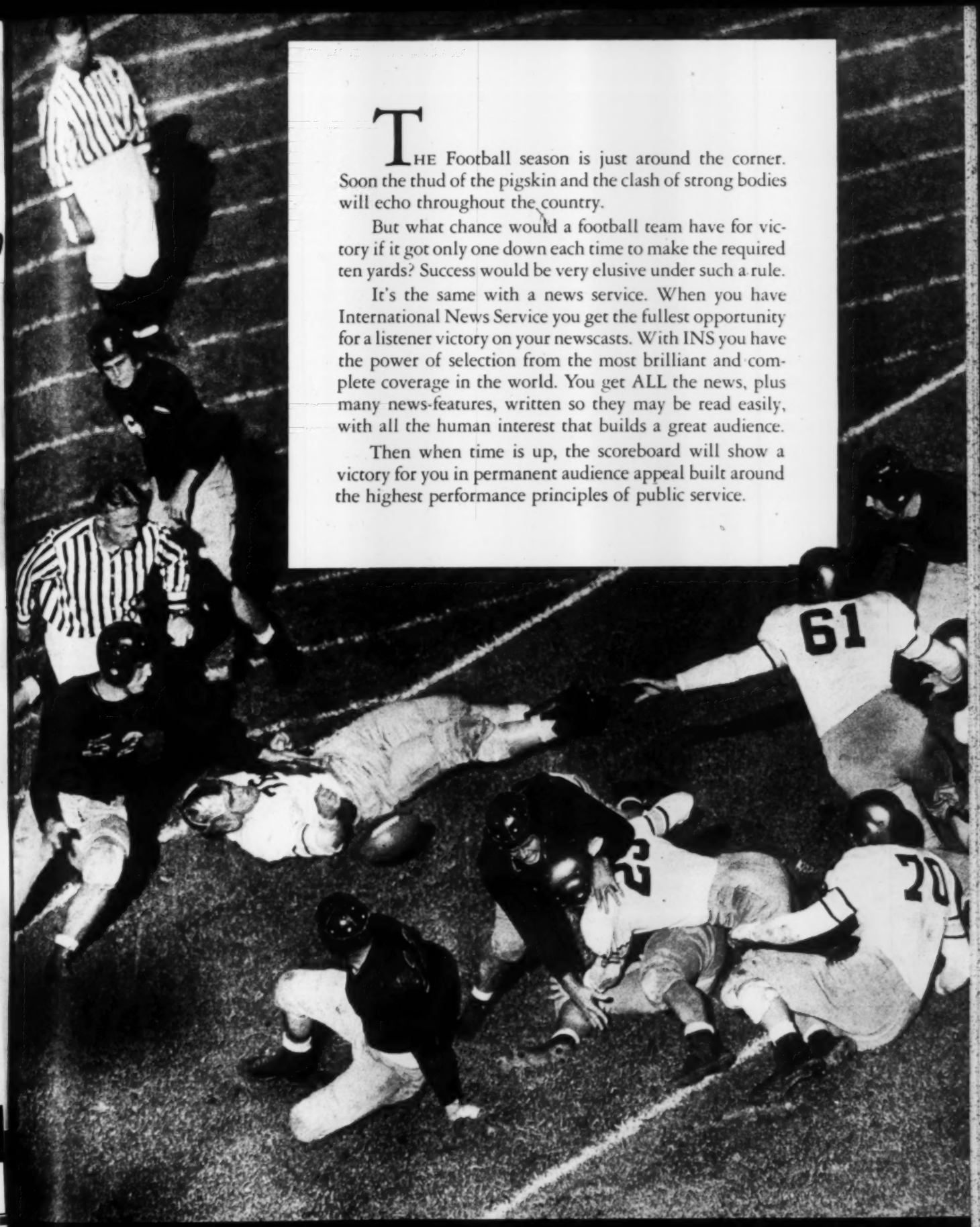
L. R.

Buda, Illinois, Plaindealer

On a visit to Chicago May 15, the Senior Class of Buda High School, were guests on Prairie Farmer—WLS Dinner Bell Time.

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas



THE Football season is just around the corner. Soon the thud of the pigskin and the clash of strong bodies will echo throughout the country.

But what chance would a football team have for victory if it got only one down each time to make the required ten yards? Success would be very elusive under such a rule.

It's the same with a news service. When you have International News Service you get the fullest opportunity for a listener victory on your newscasts. With INS you have the power of selection from the most brilliant and complete coverage in the world. You get ALL the news, plus many news-features, written so they may be read easily, with all the human interest that builds a great audience.

Then when time is up, the scoreboard will show a victory for you in permanent audience appeal built around the highest performance principles of public service.

INTERNATIONAL NEWS SERVICE

BROADCASTING... at deadline

Closed Circuit

UNIQUE situation may confront FCC in current dealings on proposed sale of majority stock of KSTP St. Paul by Shields and Brown estates which hold 75% [CLOSED CIRCUIT, July 29]. Stanley E. Hubbard, president and manager practically since founding of station 21 years ago and 25% stockholder, may find himself applying for 50,000 w outlet's facilities if he cannot meet outside offers. Whereas Hubbard has placed tentative valuation of around $600,000 on station, in current market NBC outlet would bring substantially more than that figure. Reported one very strong company, now large national radio advertiser, is negotiating with Shields-Brown trustees.

UNSCHEDULED but likely to hit agenda of NAB board of directors meeting in Estes Park Aug. 6-8 is proposal for world broadcasting conference in U. S.—possibly New York—under NAB auspices. British want conference held on European soil, probably in Brussels, because of important worldwide broadcast allocation factors and also presumably because atmosphere would be in "nationalized" Europe rather than free America.

PAULIST Fathers (Missionary Society of St. Paul the Apostle) will withdraw application for facilities of WNEW New York (Bulova outlet) when petition goes to hearing in New York Monday. John J. Sirica, Paulists' counsel and former general counsel of House Select Committee to Investigate FCC, instructed to file motion for withdrawal without prejudice. Reasons: Paulists being reorganized under new superior. New board members want to study radio more before attempting to enter field. Paulists once owned WLWL New York, sold it to Arde Bulova, who discontinued WLWL, swapped facilities between WNEW and WOV, giving WNEW 1130 kc, former WLWL frequency.

RADIO INVENTIONS Inc., John V. L. (WQXR) Hogan's facsimile developmental organization, and Associated Press will shortly announce arrangement whereby subscribers for his Newspaper Publishers Facsimile Service [BROADCASTING, April 29] will receive AP features especially processed by RI into shape for facsimile transmission.

POSSIBILITY FCC may ease new 91-D rule, which replaced wartime 91-C, permitting stations to operate without first-class engineers. Some small stations having trouble finding first-class men who will move to small cities. FCC indicating leniency where station can't get personnel.

THOSE FCC Blue Book rules on station public service operation may not be limited to simple "box score" tabulation in new appli-

(*Continued on page 93*)

Upcoming

Aug. 5: Hearing WNEW New York, license renewal, increase power; also petition of Paulist Fathers seeking WNEW facilities, Room 806, USCG Bldg., New York.

Aug. 5: NAB Board of Directors Preliminary Meetings on By-Laws Revision, Certificates of Merit, Hotel Stanley, Estes Park, Col.

Aug. 5-6: Clear Channel Hearing, FCC, Washington.

Aug. 6-8: NAB Board of Directors Hotel Stanley, Estes Park, Col.

Aug. 8 RMA Advertising Committee, KYW offices, Philadelphia.

Other Upcomings, page 91.
FCC hearings, page 74.

Bulletins

FCC CONSENT to return of KGEZ Kalispell, Mont. from lessee to owner and sale of 24% interest in WCNC Elizabeth City, N. C., announced Friday. KGEZ, 100 w on 1340 kc, goes from A. W. Talbot (KEVR Seattle, KTYW Yakima), who has leased it since 1944, to Donald C. Treloar, 100% owner, for $8,600 [BROADCASTING, May 6]. WCNC transfer involves $11,000 sale of 24% interest by Manager Edd Harris to Dr. J. A. Gill, physician; W. K. Leary, in wholesale beverage business, and S. A. Twiford, funeral home partner, who already own 10.13% each [BROADCASTING, April 15]. WCNC on 1400 kc with 250 w.

DISTRICT OF COLUMBIA Board of Commissioners Friday deferred to Aug. 6 action on 400-foot WMAL television tower on American U. grounds, already approved by Board of Zoning Adjustment. Civil Aeronautics Authority has approved tower.

Business Briefly

AYER FOR NEW PRODUCTS ● Sherwin-Williams Co., Cleveland (paints, insecticides) and affiliated companies, appointed N. W. Ayer & Son, Philadelphia, as agency to introduce two new packaged products.

FUR BUDGET ● Ben Tucker's Hudson Bay Fur Co., Brooklyn, N. Y., announces $50,000 appropriation for year-round radio campaign which began last week. Company sponsoring James Roosevelt in quarter-hour news commentary program on WLIB New York, Sunday, 4:45-5 p.m., and reportedly negotiating with major network to present Mr. Roosevelt's commentary. Firm using live programs Saturday and Sunday on WINS New York, in addition to announcements. Agency, Robbins Adv., New York.

SKIPPY ADDS ● Skippy Peanut Butter Co., on Aug. 6 adds WEAF New York to *Skippy Hollywood Theatre* lineup, making it fifth major NBC station in New York-New England area carrying show. Others are WBZ-WBZA Boston-Springfield, WTIC Hartford, WJAR Providence and WGY Schenectady. Program will be heard on WEAF Tuesdays, 7:30-8 p. m. Agency, Garfield & Guild, San Francisco.

FOOTBALL BROADCASTS ● La Salle Hat Co., Philadelphia, starting Oct. 5, sponsors entire series of Northwestern U. football games on WIND Chicago. Agency, McCann-Erickson, New York.

NEW AGENCY FORMED

WALTER M. SWERTFAGER Adv. Agency incorporated and will be known as Walter M. Swertfager Inc., New York. Officers are: Walter M. Swertfager, president and treasurer; George C. Rohrs, vice president and director; Gordon Gross, vice president; William F. Dahlmann, vice president; S. R. Claymore, assistant treasurer; Garrett W. Hagedorn, controller.

FCC Grants CPs for 20 New AM Outlets

RECORD number of AM station grants announced Friday by FCC—CPs for 20 new outlets and finality of grant made in March to another.

Grants included two for Bristol, Va., and one at Moses Lake, Wash., contemplating night service to 601 persons, day service to 1,698.

Commission authorized KMPC Los Angeles to increase from 10 to 50 kw on 710 kc (DA fulltime), provided station corrects legitimate complaints of blanket interference within proposed 250 mv/m contour and makes weekly field intensity checks after showing array satisfactorily adjusted.

WSLI Jackson, Miss., given CP for change from 1450 to 930 kc and increase from 250 w to 5 kw, DA at night. WAGM Presque Isle, Me., granted increase on 1450 kc from 100 to 250 w, fulltime instead of specified hours. Conditional grant given KFAC Los Angeles on May 16 for increase from 1 to 5 kw on 1330 kc, DA fulltime, made unconditional.

WGL Fort Wayne application to change from 1450 to 1250 kc and increase from 250 w to 1 kw (DA fulltime) granted after approval of Homer Rodeheaver request to amend his application to seek 1450 kc at Fort Wayne, rather than 1250 kc.

WRRN Warren granted change from 1400 kc to 1440 kc and increase from 250 w to 5 kw. WFMJ Youngstown, Ohio granted switch from 1450 kc to 1390 kc with power increase from 250 w to 5 kw.

March 7 grant to Washita Valley Broadcasting Co. for 1560 kc with 250 w fulltime at

(*Continued on page 94*)

in your plans for PROFITABLE SELLING

include WRAW

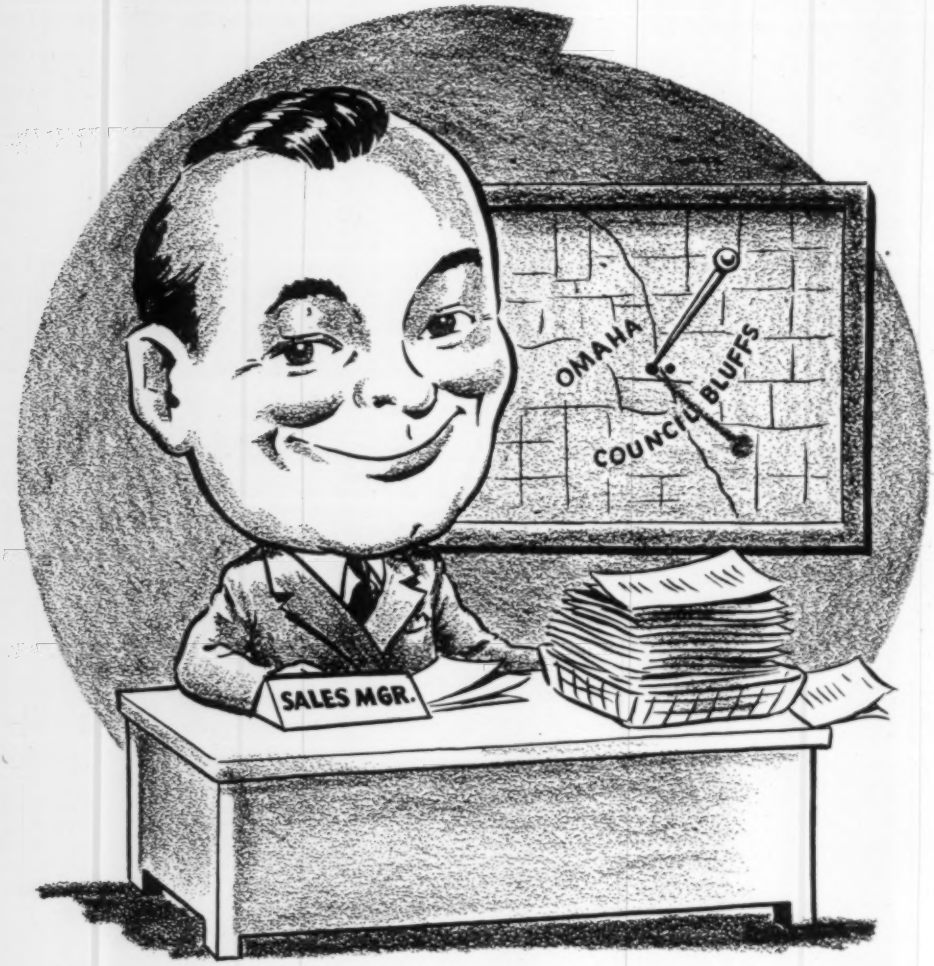
READING, PENNSYLVANIA

Reading is a thriving manufacturing city—located in the heart of a fertile farming territory. Its natural trading area has a population of nearly a quarter of a million. Its industries, typical of which are Luden's Cough Drops and Candies, Vanity Fair Silk Mills, Berkshire Knitting Co., etc., etc., assure the community a consistent prosperity. Here's a market that can fit into your plans for profitable selling. You can reach it economically over WRAW. Write for full information.

NBC MUTUAL

Represented by RADIO ADVERTISING COMPANY

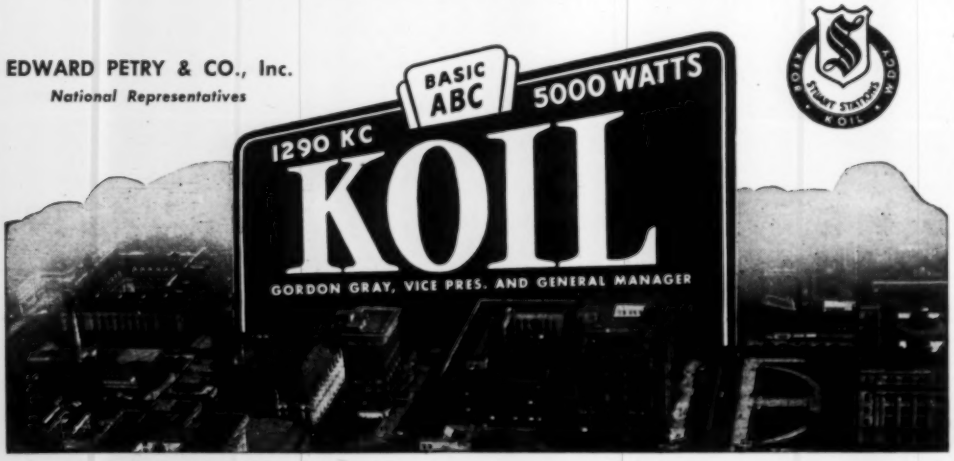
Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



"Not a Single Letter Today from OMSK"...

As a matter of fact, we probably will never get a letter from Omsk because we don't try to serve Omsk. On the other hand, in the concentrated market of Omaha and Council Bluffs, we go all out giving listeners real service that pays off in a loyal audience that not only listens, but *buys*. And don't forget, Omaha and Council Bluffs is the biggest market between Chicago and Denver, Minneapolis and Kansas City. Call or wire for information on a KOIL-built program that will sell for you.

EDWARD PETRY & CO., Inc.
National Representatives



BROADCASTING
TELECASTING

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SOL TAISHOFF
Editor and Publisher

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PROMOTION
WINFIELD R. LEVI, *Manager*

NEW YORK BUREAU
250 Park Ave. *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Dorothy Macarow, Patricia Ryden, Bruce Robertson, *Senior Associate Editor*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE $5.00 PER YEAR, 15c PER COPY

NOTHING SLOW ABOUT THIS!

Here's ACTION for home-builders . . . a concrete house in 24 hours, "poured" from a giant Tournalayer, product of LeTourneau Company, Longview, Texas . . . in KWKH primary coverage area.

KWKH GETS ACTION-FOR ADVERTISERS IN ARK-LA-TEX!

CBS schedules and alert local programming get SELLING ACTION in the tri-state area known as the Ark-La-Tex. KWKH, with 50 k. w., is a natural medium in this natural retail trading area.

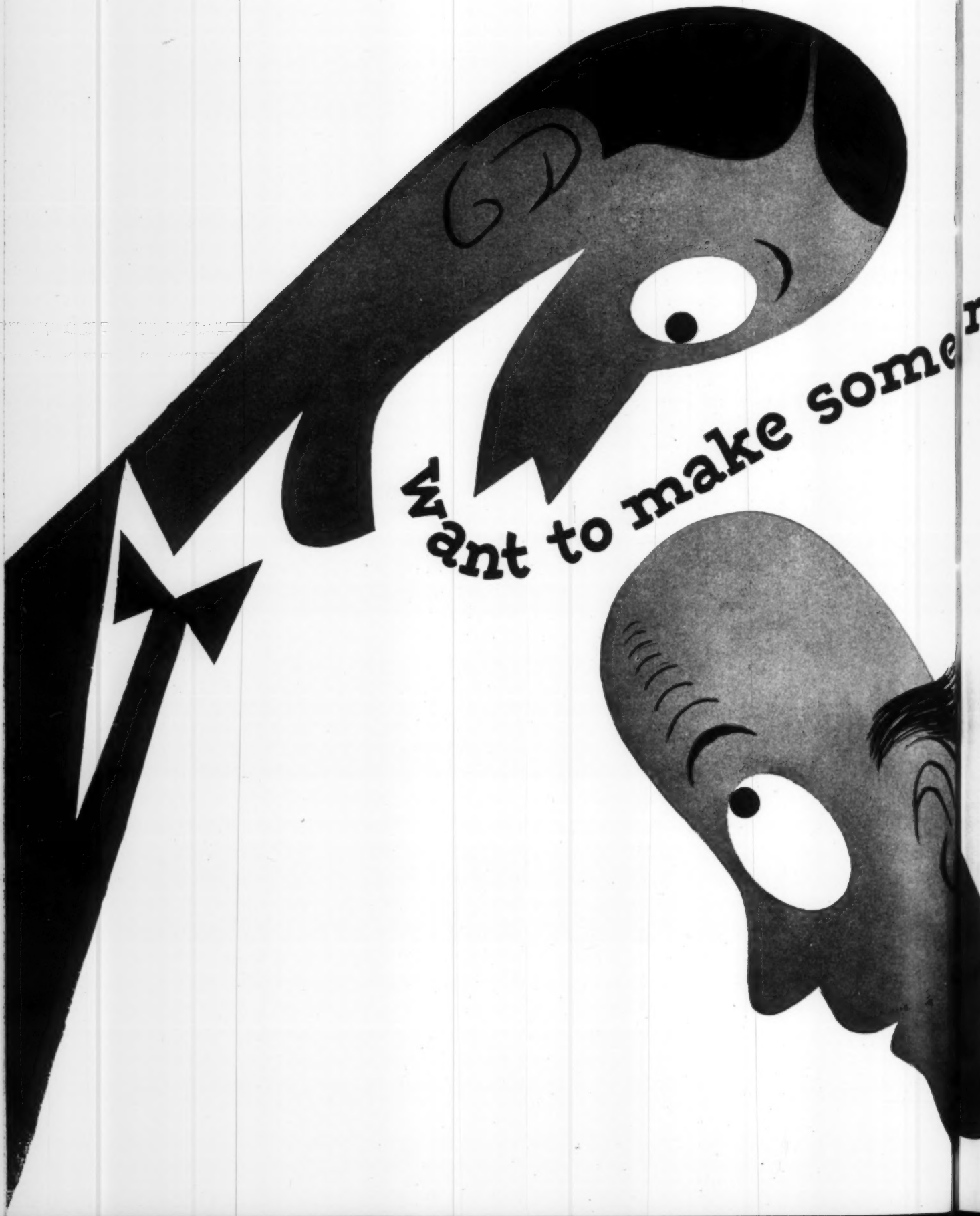
KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.


want to make some

money?

Sure.

There's a participating program . . .

Never mind.

But this one is the most popular woman's program broadcast by any Twin City station. Has a rating of 10.1★.

What's its name?

"The Darragh Aldrich Show," broadcast 3:30 to 4:00 P. M. Monday through Friday on 50,000-watt WCCO†.

Darragh Aldrich . . . her name is familiar.

Should be. She's published seven books. Authored a Broadway hit. By-lined a column in a Minneapolis newspaper for ten years. Is the only woman ever elected to the National Humorists' Society.

What's she do on the air?

Neighborly chatter. The kind Northwestern women enjoy; some humor, a bit of friendly counsel, and interviews with visiting celebrities, such as Alec Templeton and Walter O'Keefe.

Any music?

A couple of songs by tenor Burt Hanson. Some guitar strumming by Kenny Spears. And the piano team of Bea Bailey and Toby Prin.

Any special advertising twist?

Commercials are neatly woven into the program by Darragh Aldrich and announcer Paul Wann. Then, too, products advertised on the program are the prizes of a studio quiz session.

Sounds good.

And is. That's why availabilities on "The Darragh Aldrich Show" are few and far between. And sell fast. Better get in touch with WCCO or Radio Sales—today.

★CBS Listener Diary, Spring 1946
†Daytime Primary Area—822,230 radio homes (CBS Listening Area Study, 7th Series, 1944)

WCCO

MINNEAPOLIS-ST. PAUL
50,000 WATTS · 830 kc
COLUMBIA OWNED

Represented by Radio Sales, The SPOT Broadcasting Division of CBS; offices at New York, Chicago, Los Angeles, St. Louis, San Francisco, Atlanta

46* OUT OF 54 ARE IN THE TAMPA TRADE TERRITORY.

YES! RIGHT IN THE HEART OF WFLA'S PRIMARY AREA.

* Forty-six of Florida's 54 citrus canning plants are in the Tampa trade territory. Today, this area is the citrus canning center of the world

Citrus processing is "big business" in the Tampa area and represents an enormous, year 'round buying power. Yet it is only one of the many activities which combine to make this Florida's richest and most heavily populated trade territory. Morning, afternoon and night, WFLA is the most-listened-to station in the heart of this steadily expanding market.

5000 WATTS DAY AND NIGHT

WFLA

The Tampa Tribune Station

TAMPA

NBC

NATIONAL REPRESENTATIVE JOHN BLAIR & CO

Feature of Week

THE ROBERT J. ENDERS Agency, of Washington, D. C., believes in the old adage: Practice What You Preach. A newcomer in the radio advertising field, the Enders Agency has demonstrated its faith in this selling medium by sponsoring its own air show on WRC, NBC's Washington outlet.

The Enders pioneering program, which is said by NBC to be the first of its type in radio history, is causing considerable interest in agency circles. Titled *Radio—Old and New*, the quarter-hour transcribed show goes on at 10:30 Tuesday nights in the slot vacated by the *Red Skelton Show* during the summer months. The musical portion presents a contrast between the tunes and bands popular back in radio's early days and modern music. Then the sponsor—in this case the agency itself—compares the "old" approach to advertising problems to new, modern methods as practiced by the Enders Agency. A middle commercial each week gives a free plug to one of the agency's clients.

NBC, faced for the first time with a program sponsored by an agency, found it had to formulate new policies to handle the broadcast. Carleton Smith, NBC general

ROBERT J. ENDERS

manager; Mahlon Glascock, sales manager; George Wheeler, program director; Fritz Balzer, music director; Jeff Baker, producer; Ken French, night supervisor; Gene Juster, assistant program director; and Burton Bridgens, continuity acceptance department, held nu-

(Continued on page 80)

Sellers of Sales

IN the summer of 1917, an industrious young man named Joseph Burland, convinced that advertising had come to stay, implemented that conviction by joining the firm of Lord & Thomas as part-time messenger. Today, that young man has seen his faith and his industry rewarded as he presides at his post of media director for the Lambert and Feasley Advertising Agency, New York, purchasing more than $1,500,000 worth of annual availability in radio alone.

JOE

That advertising rarity, a native New Yorker working in his native New York Mr. Burland first saw the light of Manhattan in February 1896.

It was during his undergraduate days at Fordham U. that he accepted his first employment at Lord & Thomas. Soon afterwards World War I broke out. He went overseas with the Field Artillery, 78th Division of the U. S. Army. Upon his return in 1919, he joined Sherman & Bryan—later known as George C. Sherman, there to head the media department as treasurer of the company until 1933 when it dissolved with the death of George C. Sherman. From that agency, he moved to Kelly-Nason & Roosevelt—now known as Kelly-Nason as general manager and controller.

On Sept. 1, 1943, he joined Lambert & Feasley in his present capacity. He handles the following radio accounts: Phillips Petroleum, Lambert Pharmacal Co. (manufacturers of Listerine antiseptic, shaving cream, etc.) and the Prophylactic Brush Co.

He married the former Mae Phillips. The Burlands have two children, Joseph Jr., 24, and Alice, 19. Alice, too, is apparently convinced of the permanence of advertising, for she, like her father is in advertising, with McCann Erickson. Joe Jr., has so far dedicated himself to the amassing of nine battle stars in World War II.

Mr. Burland was the original president of the Media Men's Assn. of New York. He is a charter member and retains the permanent position of co-ordinator of all Media Committees.

Hobby? Keeping track of his birth date, which, falling as it does on Feb. 29, arrives for Mr. Burland only once every four years.

300 Million is a lot of money!

Do local businessmen think that Washington is going to boom? They certainly do!

The best indication that they have solid confidence in Washington's future is in the fact that they intend to spend $300,000,000 in the next two years improving their own facilities.

That three hundred million does not include the building of thousands of new homes and apartment units.

To reach this stable steady market with radio ... put down the WWDC call letters. That's the entertainment station, the one they listen to.

WWDC

the big sales result station in Washington, D. C.

represented nationally by

FORJOE & COMPANY

SPONSORED BY HARRIETT BE LILLE
ESTIMATE GREY ADV. CO.
BEST SELLER
CAN'T WE EVER RIDE IN THE PARK?
YES, AFTER WE HEAR WOV's WAKE UP NEW YORK WITH PEGGY LLOYD!
OGG FITZGERALD

Here's How Thousands of New York Families Get Off To a Good Start For The Day . . . .

FROM 7:00 to 8:30 every weekday morning, tuning in the cheerful voice of Peggy Lloyd is a regular practice in thousands of metropolitan New York homes. Peggy Lloyd's "Wake Up New York" program is a carefully planned and diversified show that gives listeners what they want to hear . . . plenty of music, news, frequent time signals and weather reports and other unusual features. "Wake Up New York" rates high among early morning broadcasts. For sponsors as well as listeners it provides an excellent way to start the day. A limited number of choice spots are available.

Ralph N. Weil, General Manager • John E. Pearson Co., Nat'l Rep.

WOV
NEW YORK

DRESS YOUR SHOWS TO SELL WITH

"Dressy" Shows **with big-network flavor! That's what even the low-budget sponsor has always wanted. That's what he *gets* through Capitol's new Transcription Service! Not only BIG names and HIT tunes . . . but programming aids brighten every show and make Capitol Transcriptions a *complete "production!"***

CAPITOL'S PROGRAMMING AIDS

Hollywood's foremost production experts—who know what is needed, what is wanted, and what will make your programs SELL—have prepared programming aids like these for Capitol:

Format Service

for 30 hours of programmed entertainment each week; step-by-step guides for more than 400 different shows are sent to you each month.

Spoken Introductions

by each program's featured artist or bandleader, to perk up your audience and add an informal, personal touch.

Musical Themes

to open and close each suggested program; brilliant special arrangements, many original compositions.

Musical Interludes

by harp, piano, celeste, and organ provide background for your own commercials and patter.

You'll build your shows from Capitol's basic library of 2000 transcriptions. In addition, Capitol guarantees you a minimum of 50 brand new numbers each month. {As an extra bonus, production schedules indicate not 50 but 70 new monthly releases}.

Send for a Recorded Demonstration!

Hear **all the features that make the Capitol Service excitingly *different!* Capitol will be glad to send you a demonstration transcription on request.**

Capitol
A DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS
PROGRAM SERVICE
FROM HOLLYWOOD
SUNSET AND VINE

A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

● **Yes, a little extra heat, applied in the right place, will always show extra results! *For network advertisers* as well as for anybody else.**

You know and we know that no one network does a really top-notch job in *every* market—that every network advertiser actually misses tremendous hunks of potential coverage and results. If you're a network advertiser, we'd like to show you how easily and economically you can *supplement* with spot-broadcasting. Strong markets deserve such supplementation—weak markets *need* it. May we discuss the subject with you?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

CHICAGO: *180 N. Michigan* Franklin 6373 · NEW YORK: *444 Madison Ave.* Plaza 5-6130 · DETROIT: *645 Griswold St.* Cadillac 1880 · SAN FRANCISCO: *58 Sutter* Sutter 4353 · HOLLYWOOD: *6331 Hollywood* Hollywood 2151 · ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
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FCC to Clarify AM-FM Duopoly Plan

Reassurance Against Early Separation Of Two Operations Is Anticipated

By RUFUS CARTER

AN OFFICIAL clarification of FCC's as yet unofficial but widely discussed policy on future separation of AM-FM interests is expected soon.

The clarification is expected to reassure licensees that there will be no "duopoly" rule to make them choose between FM and AM operation until FM sets and stations are sufficiently available that the Commission can reallocate channels, making clear channels of all remaining AM frequencies and providing for FM to serve the urban populations.

This would serve to scotch wide speculation that FCC might make an interim rule requiring licensees, if their AM and FM stations cover substantially the same areas, to choose one and abandon the other, with a resulting nationwide hodgepodge of FM service in some sections, AM in others, and both in yet others.

Commission studies have indicated that approximately two-thirds of FM applicants are licensees of standard stations, and a count of FM grantees indicates the same general proportion—about 70%—have interests in existing or authorized AM outlets [BROADCASTING, July 22].

A BROADCASTING poll of FCC Commissioners two months ago indicated that no duopoly rule, extending to AM-FM broadcasters the present ban on a single licensee's operation of two or more AM stations with the same coverage areas, was likely in the foreseeable future [BROADCASTING, June 17].

Comr. Clifford J. Durr, one of FM's heartiest enthusiasts, was reported then to feel that FCC should begin to consider adoption of a cut-off date at which time an operator of AM and FM stations serving the same general areas would be required to choose one and drop the other.

While he suggested that such a date might be made effective three years hence, he was said to attach no great significance to that particular length of time, feeling that an even longer period might be allowed and still serve the purpose.

It was also pointed out that general discussions of the subject had been held at a preceding meeting, with other Commissioners apparently not inclined to go along with Commissioner Durr's views, which were presented informally rather than as a "proposal."

One Commissioner told BROADCASTING at that time that such a plan did not appear to be in line "with the Commission's announced policy following hearings on FM a year ago when it was indicated that frequencies would be allocated with the view to giving opportunity not only to newcomers but to AM licensees applying for FM."

He said some reallocation of the broadcast band would be made if and when FM reaches a point where AM facilities are no longer generally required.

UN Shortwave

DEAN ACHESON, Acting Secretary of State, announced Friday that negotiations are under way between State Department and the United Nations secretariat whereby international shortwave transmitters operated by the State Department would be used by the UN this fall for special world broadcasts. Although no definite commitments have been made, Mr. Acheson said: "We will do anything we appropriately can to further the work of the United Nations." UN has made similar inquiries of other governments which operate international shortwave stations. Eventual plans are to establish a powerful United Nations station.

Russia Asks Five-Power Conference

Communications Meet Urged for Aug. 28 In Moscow

RUSSIA last week invited the U. S., United Kingdom, China and France to a five-power telecommunications conference in Moscow Aug. 28, Acting Secretary of State Dean Acheson, announced Friday at a news conference.

Meanwhile, it was learned that 21 nations have agreed to the proposal of the U. S. to hold a world telecommunications conference in the spring of 1947—one nation more than the necessary number of acceptances [BROADCASTING, June 24, July 22].

Of the nations agreeable to world conference next year, 15 supported the plan to hold it in the U. S., the other six suggesting that it be held in Europe. Because of confusion overseas resulting from the war and lack of facilities, and in further view that the majority had agreed to the U. S. as the seat of the conference, discussions will begin shortly, looking toward the conference in this country in April next year.

Although a site has not been selected, State Dept. officials plan to suggest a conference close to Washington, probably at White Sulphur Springs, W. Va., or some other resort spot where accommodations are ample to handle the 5,000 delegates, observers and newsmen expected to attend.

The conference probably will last six months with a preliminary engineering session beginning sometime this fall.

Whether the U. S. would accept the Russian invitation was undecided as BROADCASTING went to press. Several months ago this country suggested informally that the Soviet Union invite the other four powers to a conference in Moscow prior to the next world telecommunications conference.

On the Moscow meeting agenda, said Mr. Acheson, will be the time and place of the world conference, creation of a conditional frequency registration bureau pending action at a world meeting and strengthening world telecommunications organizations.

Under Consideration

"Our acceptance is now being considered," said the Acting Secretary of State. A meeting of State Dept. officials was to have been held Friday morning to discuss the invitation, but it was postponed when Mr. Acheson was called to the White House.

Under discussion between the U. S. and other nations, said Mr. Acheson, are these points:

(1) A world conference in Geneva on the relationship of telecommunications unions with the United Nations.

(2) Proposed meeting in Brussels in November of the European regional organization.

(3) Proposed world telecommunications Conference in the U. S. next April.

The U. S. favors the general meeting in Geneva but thinks the Brussels conference should not be held before the world conference, Mr. Acheson said.

Proposals To Be Discussed

Meanwhile, proposals for a world conference under the aegis of the United Nations probably will be discussed by the UN General Assembly in October, it was learned last week.

It became known that some United Nations quarters were concerned with the possible results of the proposed November conference in Brussels. This conference, it was understood, likely would fall under the domination of the USSR which is said to control the votes of at least eight of the nations which would be involved, and would hardly represent a truly worldwide or even European collection of opinion.

First word of UN interest in a

(*Continued on page 92*)

FCC Investigation Slated in January

Tobey Resolution Is Too Late For This Session

PROMISES of a "thorough investigation" of the FCC early in the 80th Congress were heard on Capitol Hill last week after the Senate Interstate Commerce Committee declined to act on a resolution introduced the week before by Sen. Charles W. Tobey (R-N. H.) to investigate the Commission [BROADCASTING, July 29].

The committee, headed by Sen. Burton K. Wheeler (D-Mont.) met in executive session Wednesday morning to consider unfinished business. Senator Tobey, who was out of Washington last week, did not return for the meeting, having been advised by Chairman Wheeler that his resolution didn't have a chance this session. Senator Tobey earlier had expressed optimism, declaring he had "good support" from both Democrats and Republicans.

Not Discussed

Senator Wheeler said the resolution was not discussed at the meeting. Other members said it was brought up and tabled. Whether pressure from the Administration to pigeon-hole the investigation was exerted could not be learned, but it was reliably reported that the ranking Majority members had been asked "informally" to "forget it" for the time being.

The FCC was known to oppose an investigation at this time, due to the large backlog of unfinished business, particularly the large number of pending applications for all services. While the Commission made no "official" or "formal" protest, it is understood that individual Commissioners explained to Senators that an investigation now would tie up FCC records and delay the development of FM and television as well as expansion of AM.

Meanwhile Republicans in the House, confident of victory in the November elections, said a resolution, along the lines of the Tobey document, would be introduced shortly after the new Congress convenes on Jan. 3. Senator Tobey also plans to reintroduce his resolution at the next session, he said.

Peter Pan on ABC

A NEW Monday through Friday serial, *Sky King*, sponsored by Derby Foods, Chicago (Peter Pan peanut butter) will make its debut over ABC Oct. 28 at 5:15 p.m. Show will dramatize adventures of Schuyler King, a demobilized Navy veteran, returned to his ranch, whose "bravery and virtue make him the embodiment of all that is true and fine in an American," ABC reported. Agency is Needham, Louis & Brorby, Chicago.

Sponsors Still Prefer Tried Format But Several Switch Talent and Time

THE FALL trend for commercial programs seems to indicate that sponsors are sticking by the old stand-bys, though many of those standbys will not be operating at the same old stand. In cases where established talent has been released from sponsorship by one product it has been immediately bought up by another.

Listeners may not find their old program in the same time slots or under the same sponsor but they will be on the air nevertheless. With a little dial twisting and schedule consulting they will find their favorites performing on the nets.

An Example

An outstanding example of a show dropped by one sponsor and picked up by another is the Dinah Shore show, formerly sponsored by Birdseye Frozen Foods on NBC but returning on CBS under the Ford Motor Co. banner through J. Walter Thompson, New York. Another sample is Phil Spitalny and his orchestra, dropped by General Electric Co. on Sundays, 10-10:30 p. m. on NBC but to be sponsored by Electric Companies Advertising Program on CBS, Sundays, 4:30-5 p. m. through N. W. Ayer & Son, New York.

Eddie Cantor formerly represented Bristol-Myers products but this fall will broadcast for Pabst Blue Ribbon Beer, Fridays, 10-10:30 p. m. on CBS.

The F. W. Fitch Co. drops Cass Daly, but will instead sponsor Phil Harris and Alice Faye on Sun. 7:30-8 p.m. period on NBC effective Sept. 29.

Fitch last week signed Miss Faye and Mr. Harris to a five year contract [CLOSED CIRCUIT, June 10] amounting to over $3,000,000. A Music Corp. of America package, show will be a situation comedy built around home life of the Harris' and will include 36-piece orchestra. Mr. Harris and orchestra also will continue on Jack Benny show, preceding his own.

E. G. Naeckel, account executive on Fitch at L. W. Ramsey Co., agency, stated plans are indefinite as to fate of *Rogue's Gallery*, recently moved from MBS Thursday, 8:30-9 p.m., to 7:30 p.m. NBC time, and *Vic and Sade*, replacer for *Rogue's Gallery* on MBS. Decision, expected by mid-August, is reported to favor retention of Mutual show.

Kenny Delmar, featured on the Fred Allen program as an announcer and as Senator Claghorn, will be starred in his own program for Whitehall Pharmacal Co., three times weekly, 4-4:25 p. m. on CBS.

The *Aldrich Family* long sponsored by General Foods on CBS, switches to NBC for the same sponsor through Young & Rubicam.

JUNE SET OUTPUT TOTALS 1,378,000

SHIPMENTS of radio receivers in June are estimated at 1,378,000 by Civilian Production Administration, a figure 16% above revised May figures. The total compares with a June production figure of 1,052,597 announced by Radio Manufacturers Assn., whose reports do not cover a number of new and small producers [BROADCASTING, July 22].

CPA said largest gains were in small table models, comprising 88% of output. Consoles and auto radios each comprised 6% of production. June shipments of table models were 75% above the 1940-41 monthly rate, with consoles 39% below and auto radios 64% below prewar levels. Production is hampered by shortage of gang condensers, tubes, wood cabinets and unbalanced supply of components, according to CPA.

Drawn for BROADCASTING by Sid Hix

"The Census Bureau says we're a typical radio family!"

Price of Sets May Rise 3% to Buyers

Durable Goods Groups Meet This Week on New Law

PRICES of radio receivers to consumers are expected to be raised an average of about 3.15% by OPA as a result of enactment of the price control extension law, it was indicated at OPA last week. Currently sets are subject to the controls that prevailed when the former OPA law expired June 30.

Cost absorption at distributor levels continue until OPA issues new orders, which will be done within 30 days of July 25, effective date of the OPA extension law.

The compromise clause adopted just before the act was passed requires OPA to adjust prices if the Industry Advisory Committee shows that the industry is not getting as high a profit as it earned in 1940. Little hope for relief is held by RMA under this clause.

At Radio Manufacturers Assn. it was stated that the only immediate OPA radio action was decontrol of television receivers, now in small production but likely to increase later in the year. Some price increases for components are an early prospect, it was added, and OPA has released 176 orders on individual company receivers and phonographs which accumulated after June 30.

Indefinite continuance of June 30 ceilings for radio manufacturers is expected by RMA, with some increases in the trade through discount adjustments. An OPA order covering discounts is expected soon by RMA.

Chairmen of consumer durable goods advisory committees are scheduled to meet Aug. 7 in Washington to consider effects of the price extension law. RMA will be represented by Paul V. Galvin, vice-chairman of the OPA Set Advisory Committee.

Receiving set prices remained steady during the period in July when controls were not effective, according to OPA. Some instances of higher retail prices were noted, as well as price-cutting where shelf stocks of lesser-known brands backed up on dealers shelves.

Signs MBS

TRIANGLE Publications, Chicago, in behalf of *Seventeen* magazine, Oct. 2 starts a half-hour program *It's Up To Youth* on MBS Wed. 8:30-9 p. m. Featuring Bill Slater as moderator the series will dramatize a typical youth problem each week, turning the question over to a panel of teen-age youngsters for discussion in an attempt to reach a solution. Program will be heard for six weeks beginning Aug. 2 on WOR New York and WIP Philadelphia, until the program goes full network on MBS Oct. 2. Agency is Al Paul Lefton Co., Philadelphia

Census Shows 76.2% of Farms Have Radios

Bureau Releases Data Based on 1945 Study

By J. FRANK BEATTY

MORE THAN three out of every four occupied farms in the United States have radio receivers, according to first nationwide figures released by the U. S. Census Bureau on the basis of its 1945 Census of Agriculture.

The Bureau last week issued preliminary figures on its farm census, taken as of Jan. 1, 1945. These figures are based on a cross-section sample covering 223 counties. This sample is considered typical of the entire nation. Actual nationwide figures will be issued later this year.

Percentage of farm radio ownership—76.2%—is within a statistical hair of two other farm radio figures announced earlier this year.

First in Spring

First of these was issued in the spring by the Census Bureau. It showed that 90.4% of all occupied homes in the nation have radios, with 76.6% of rural farm dwellings having sets [BROADCASTING, May 20]. This survey was based on the November 1945 Monthly Report on the Labor Force, a tabulation conducted by the Census Bureau on the basis of a sampling technique covering 68 areas in 42 states and the District of Columbia.

This figure is not directly comparable to the Census of Agriculture figure for farm radio ownership. The Census of Agriculture covers the number of occupied farms that have radio sets (a farm with two or more homes or families and two or more receivers counts as only one radio farm). The labor force figure covers the number of farm dwellings having radios.

Second of the farm ownership figures issued prior to the current Census of Agriculture is that released in May by Broadcast Measurement Bureau [BROADCASTING, May 20, June 3]. BMB estimated 76.2% of rural farm dwelling units were equipped with radio as of Jan. 1, 1946. This figure is the same as the Census Bureau figure but the two are based on different formulas, Census Bureau covering number of farms and BMB covering number of farm dwellings (see note below).

BMB's figures are projected from the 1940 decennial count of the Census Bureau, the projections being based on factors computed with the aid of Census Bureau economists.

The Census of Agriculture showed that of 5,877,000 farms on Jan. 1, 1945, 4,237,000 had one or more radio receivers. Of the 5,877,000 farms, 330,000 had no dwellings, according to the Bureau. Thus percentage of radio ownership is computed on the basis of 5,547,000 occupied farms. Of the 4,237,000 radio farms, 2,117,000 were in the North, 1,701,000 in the South and 419,000 in the West.

In its enumerating, the Bureau defines a farm as a land unit, whether in rural or urban area, operated by an individual or partnership, and consisting of one or more separate tracts, with the total exceeding three acres or producing crops valued at $250 or more a year.

The Census of Agriculture preliminary figures on radio ownership are declared to have a 2% coefficient of variation. The actual error, however, may be considerably less than 2%. Probabilities are about 2 in 5 that the error of an estimate for the United States will be less than 2% and about 1 in 3 that it will exceed the percentage. The probability is about 1 in 20 that the error of the estimate will be more than 4%.

The agricultural report shows that the average value of products sold or used by farm households in 1944 was more than $3,100 per farm as compared with $1,300 in 1939. Five times as many farms reported product value of $10,000 or more in 1944 as in 1939. Average size is 195 acres, about 21 acres larger than in 1940. More farms were operated by owners (188,000 more than in 1940) and land in farms was about 88,000,000 acres greater in 1945 than 1940. Fewer farms were operated by tenants; fewer young farmers were operating farms; fewer farmers were engaged in off-farm work.

In 1945 2,835,000 farms were equipped with electricity compared to 2,032,316 in 1940; 1,868,000 had telephones in 1945, 1,526,954 in 1940.

J. C. Capt, director of the Census Bureau, last week wrote all broadcast stations offering to send them farm census material, as it becomes available, for all counties in their coverage areas. Stations have been quick to accept the offer, according to Frank R. Wilson, chief, publications division. Data cover production of crops, farm ownership and acreage, facilities and other facts of interest to research departments as well as farm broadcasters.

TWO SETS of census data on farm radio ownership have been announced this year. The first was a sampling job last November by the U. S. Census Bureau; the second, a projection by BMB of 1940 census data on radio families. Now the Bureau announces results of its complete nationwide farm census, covering farm facts as of Jan. 1, 1945. These new results are preliminary, being based on projection of 223 counties in the U. S.

NOTE—The Census of Agriculture figures showing the number and percentage of occupied farms equipped with radios as of Jan. 1, 1945 may not be compared with the 1940 Census data for rural farm families with radios unless allowance is made for the fact that in most States there are somewhat more rural-farm families than farms. For most purposes broadcasters, advertisers and marketing men should find the BMB figures on radio ownership by States, broken down by urban, rural non-farm and rural farm categories more usable. They are projections from the 1940 Census and cover the whole field rather than farms alone.

Utah Farms 90% Radio Equipped, Check Shows

NINETY percent of occupied farms in Utah have radio receivers, according to final results of the Census of Agriculture conducted in 1945 by the U. S. Census Bureau. The State had 20,173 farms with radio as of Jan. 1, 1945, out of a total of 21,970 farms reporting occupied dwellings.

The figures do not show number of farms on which there may be more than one dwelling with radio or more than one radio in a dwelling. (See story page xx on preliminary census data for U. S.) The Bureau found that 19,353 farms had electricity and 8,479 had telephones.

CAB Members Vote on Liquidation

Joint Committee Asks Standards Be Set By Foundation

COOPERATIVE Analysis of Broadcasting on Friday mailed to members for ratification a recommendation of the CAB board of governors that "the CAB retain its legal status but disconitnue administrative operations at the earliest feasible time consistent with an orderly liquidation of its activities and a settlement of outstanding obligations." Members were requested to return the form with their ratification or dissenting votes by Aug. 15.

An accompanying letter signed by the board's executive committee explained that the board's action followed the adoption of a resolution by a joint committee of the Assn. of National Advertisers, the American Assn. of Advertising Agencies and the NAB requesting the Advertising Research Foundation to undertake the task of establishing sound research standards and an acceptable technique for a radio program rating service.

Resolution, the letter stated, was adopted at a joint committee meeting July 22, and has since been approved by the ANA board and the operations committee of the AAAA board. It will be presented to the NAB board at its meeting in Estes Park, Col., this week. The CAB board at its July 24 meeting voted to "endorse the recommendations of the joint industry committee and offer full support of those recommendations." In the same motion the board recommended the discontinuance of administrative operations of the CAB and empowered the executive committee to "take all needful steps to effectuate the above purpose."

Industry Interest

"In taking this action," the committee's letter stated, "the governors have sought to promote the interests of the entire industry and all CAB members rather than to perpetuate the status quo of radio research. The board also has considered the fact that CAB's present income would not cover the cost of the needed experimental research program."

Members of the executive committee are: Robert B. Brown, Bristol-Myers Co., chairman; Joseph D. Bohan, Sterling Drug; Edgar Kobak, MBS; A. K. Spencer, J. Walter Thompson Co.

Resolution of the ANA-AAAA-NAB joint committee follows in full text:

1. The following objectives are subscribed to as properly defining the needs of the industry for a continuous program rating service, namely,

(a) A measurement in absolute: i. e., a rating which can probably be projected against the total number of radio homes in the area reached by the stations carrying the program. This requires a properly stratified national sample, giving proper weight to urban centers, small towns, and rural areas; to all income brackets, specifically including nontelephone as well as telephone homes; to areas receiving excellent multi-station coverage ranging down in proper proportion to areas remote from transmitters.

(b) A measurement which covers all broadcasts of a program, not one week out of two or four. While this is an ideal, it can be compromised if economic factors make the cost of weekly measurement prohibitive.

(c) A measurement which is speedy, with ratings available within a few days after each broadcast. In considering renewals for time, talent, writers, musical features, etc., agencies and advertisers need the most current data available, if occasionally costly mistakes are to be avoided.

(d) A measurement which yields consistent and unmistakable trends so that non-statistically-minded advertisers are not confused by variations in ratings which do not necessarily represent actual changes in a program's popularity, but may represent merely the variations between successive random samples.

2. The first step toward attaining these objectives is the establishment of sound research standards and a valid measurement technique.

3. Therefore, since the advertising research foundation is the recognized body for establishing basic research standards and techniques for the industry, it should be requested to undertake this task with the understanding that the work would be carried out under the supervision of a special tripartite committee of the most competent people to be drafted for that purpose.

NAB Membership Passes 1,000 Mark

List of Vital Industry Topics on Agenda For Convention

NAB membership last week passed the 1,000 mark for the first time in history as plans were developed for the 24th annual convention at the Palmer House-Stevens in Chicago Oct. 21-24. Tentative agenda packed with important industry discussions was announced last week by the association.

In laying out plans for procedural aspects of the convention C. E. Arney Jr., NAB secretary-treasurer, scanned the ever-swelling membership rolls and found that NAB now has 1,002 active and associate members. In addition 40 applications for membership were to be submitted to the board of directors, meeting this week at the Hotel Stanley, Estes Park, Col.

Annual golf tournament will be held Sunday, Oct. 20, for the BROADCASTING Magazine trophy. Resumed after a four-year absence during the period in which NAB held two war conferences, the tournament will take place at Acacia Country Club, Chicago. Last war conference was held in 1944.

Pressing Agenda

Topics coming before the convention will be the most pressing in industry history, covering such subjects as music, new FCC encroachments on industry operations, programming, public relations, employe-employer relations, FM, television, facsimile, sales, audience measurement and promotion.

Last week Mr. Arney sent to the membership an information bulletin on convention plans along with registration forms for hotel reservations, attendance at meetings and luncheons, certification of delegates, equipment exhibits and the special FM luncheon and panel.

Associate members have been sent applications for space in the exhibit rooms. Only those who have been associate members 30 days prior to the convention will be eligible to display equipment. Equipment manufacturers, station representatives, transcription companies or market research firms will participate. Charts of available space have been sent out, with exhibitors asked to select three choices of space.

With registration scheduled Sunday Oct. 20, actual meetings will begin at 9 a. m. Monday when standing committees will assemble, with President Justin Miller presiding at his first industry convention. These committees are: Employe-Employer Relations, Engineering Executive and Engineering, FM Executive, Freedom of Radio, General Strategy, Music Advisory, Program Executive and Program, Public Relations Executive and Public Relations, Research, Sales Managers Executive and Sales Managers, Small Market Stations Executive and Small Market Stations.

General luncheon 12:30-3 p. m. Monday will feature an FM panel under auspices of the NAB-FM Executive Committee and FM Broadcasters Inc., followed by an FMBI membership meeting 3-4 p. m. Though FMBI membership was absorbed into NAB last winter, the association has not yet been dissolved.

NAB members have been asked to send questions in advance for the panel discussion. They are expected to cover all phases of FM, from program content and cost of operation to availability of transmitters and receivers. Effort will be made to have answers ready where possible, with more important topics to be discussed by the panel. Leaders in the FM field will be panel members. Dr. W. R. G. Baker, General Electric vice president, has accepted an invitation to participate.

Facsimile panel will be held 4-5 p. m. Monday. Somewhat similar procedure will be followed as this infant segment of the commercial broadcasting industry comes up for discussion.

The retiring board of directors will meet at 6 p. m., fourth meeting of the year. At the same time an engineering dinner session will be held.

General Meet Tuesday

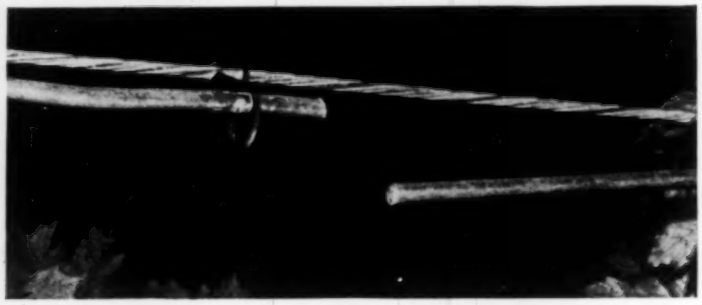
First general meeting will be held at 10 a. m. Tuesday. Agenda for the meeting has not yet been developed. A panel discussion is slated for the 12:30-3 p. m. luncheon and another general session is slated 3-5 p. m., followed by cocktails.

Wednesday program includes general session 10 a. m.-12 noon, luncheon and panel 12:30-3:30 p. m., business session 3:30-5 p. m. Thursday will be marked by another general session in the morning, 12:30-2:15 p. m. luncheon, 2:30-5 p. m. general session, with adjournment scheduled at 5.

Annual convention banquet will

(*Continued on page 83*)

WIP Strike Settled; Workers Get Big Pay Hikes; FBI Probes Cable Slashing



HACKED in two during a strike at WIP Philadelphia was this cable which carried the station's programs to its transmitter. WIP was back on the air in slightly over one minute, however. Members of the striking local of American Communications Assn. (CIO) are now back at work.

SETTLEMENT of the two-week-old strike of 45 announcers, technicians and other American Communications Assn. (CIO) employes of WIP Philadelphia was announced Tuesday by Benedict Gimbel Jr., president of the station.

Union officials said contract gives "one of the highest wage rates of any independent station in the country." Engineers get $57 to $97 weekly, $15 over their previous top. Announcers' pay ranges from $50 to $80, an increase of $18 in addition to a 20% boost in commercial fees. The program department and general utility men received a $6 across-the-board increase, and pages were raised comparably.

Only One Break

Mr. Gimbel said the wage settlements were substantially the same he offered when the strike was called. Management operated the station and there were no breaks in service except for a one-minute lapse at 8:36 p.m. July 28.

At that time a transmission cable carrying programs to the transmitter at Bellmawr, N. J., was severed. Whoever cut it, according to WIP officials, climbed a tree within 1000 feet of the transmitter, hacked through the cable, scrambled down from his 20-foot-high perch and disappeared from the scene. An auxiliary transmitter in Philadelphia was used until the cable was repaired a few hours later.

The FBI was reported to be investigating the incident last week. The FCC was notified also.

William Lamey, vice president of the ACA Local Broadcast Branch, said "the strike terminated on the keynote of more harmonious relationship between management and labor." The contract was signed in the office of James J. O'Brien, WIP attorney, and strikers returned to work Wednesday.

Ford Will Sponsor CBS Sports Video

Action Points Way to Better Programs, Says Stanton

FORD MOTOR Co. sponsorship of video broadcasts of a variety of sporting events from Madison Square Garden, New York, on WCBW, CBS television station, was announced Thursday at a luncheon attended by top executives of Ford, CBS, the Garden and J. Walter Thompson Co., agency for Ford. Deal covers all Garden events except the boxing matches, whose video rights are held by NBC and Gillette Safety Razor Co.

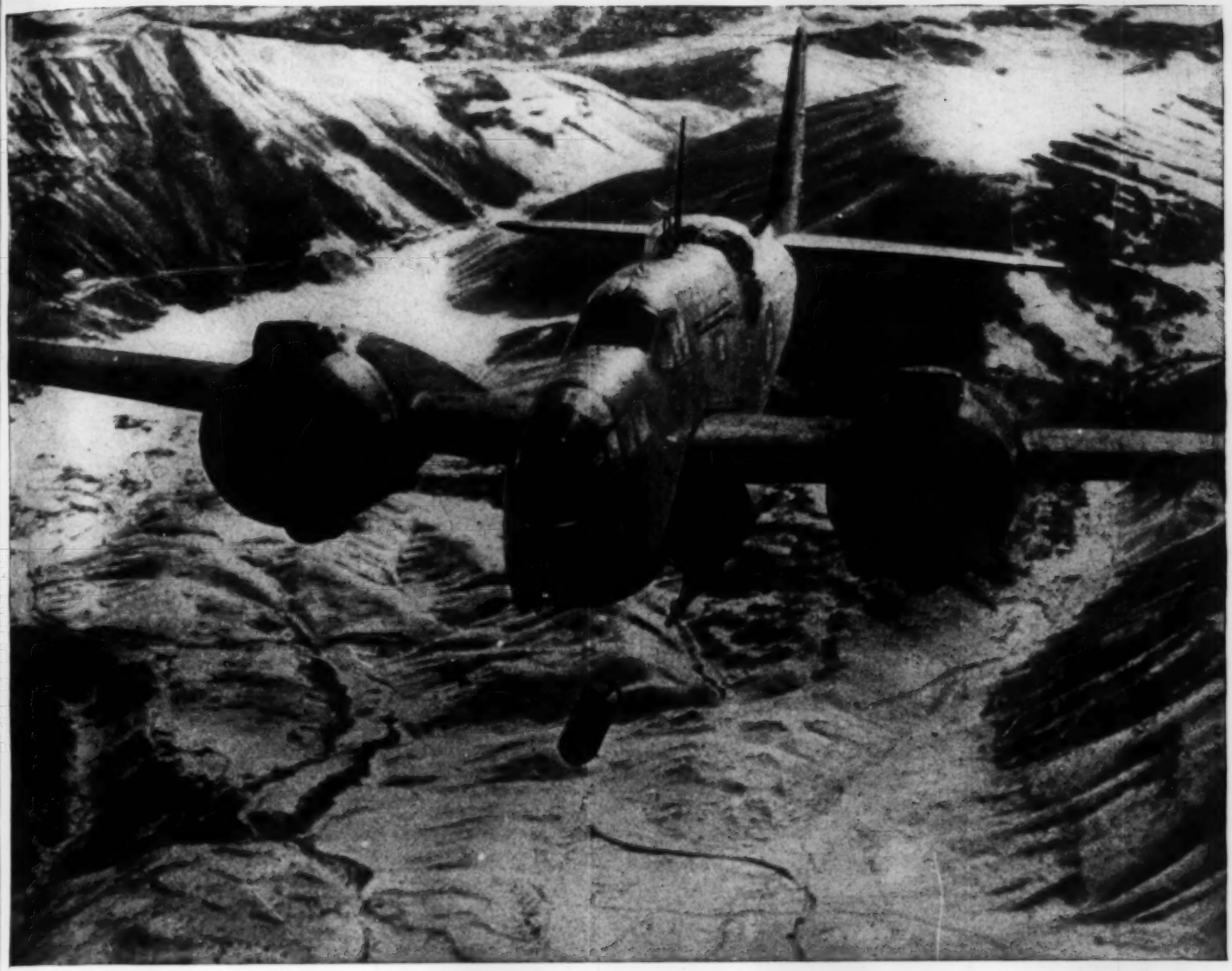
Agreements between CBS and the Garden and CBS and Ford are said to be flexible enough to permit the motor company to televise any Garden event it desires, except fights, including basketball games, hockey matches, track meets and other types of sporting events. No definite starting date was announced, but it is believed the program will start in September.

Also in the works are plans for Ford sponsorship of telecasts of this fall's Columbia U. football games on WCBW, but these arrangements had not been completed last week. Speaking at the luncheon announcing the Garden video schedule, John R. Davis, Ford vice president in charge of sales and advertising, said: "In our opinion, television has demonstrated itself as a practical advertising medium and will rapidly reach larger and larger numbers of automobile customers and prospects. In bringing the television viewing public these important sports events, Ford will render them a real service. At the same time, the company assumes leadership in the automobile industry in the use of this dramatic medium for presentation of automobile models, where the visual element is so important."

Television Benefits

Frank Stanton, CBS president, listed three long-term benefits which would accrue to television from the Ford series: First, he said, CBS now has "the perfect proving ground for developing techniques of television sports." Second, Ford's decision "not merely to flirt with television but to go in and do a realistic, constructive job," will "point the way to better programs faster." Third, the series "makes a wealth of the finest kind of program material for the development of the kind of television everybody wants—color television—and it will give the whole television art a big push along the road to growing up."

Luncheon party included Henry Ford II, Ford president; Ernest R. Breech, Ford executive vice president; William S. Paley, CBS board chairman; Ned Irish, executive vice president, Madison Square Garden, and representatives of J. Walter Thompson Co. Afterward CBS gave a special color television demonstration.



Used to be good

That was a sweet ship . . . just two years ago. It did a terrific bombing job for the British. But the parade has passed it. The pace today is much swifter.

As in planes . . . so it is in radio time buying. You've got to stay ahead of the game . . . to win. What used to be the accepted way to buy time (good old power and affiliation) isn't the yardstick for the smart buyer today.

He looks for cost-per-listener!

Down here in Baltimore, W-I-T-H, the successful independent, gets the nod from the people who know. For in this big five-station town . . . it's W-I-T-H that delivers more listeners-per-dollar spent than any other station.

Is W-I-T-H on that list you're making up? It belongs there on facts alone.

W·I·T·H

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Cities in Far West Expanding Rapidly

Los Angeles, San Francisco Leaders In Coast Postwar Boom

BY ROBERT J. McANDREWS
NBC Western Division Advertising & Promotion Manager

This is the second of a series of articles on the West by Mr. McAndrews. The first appeared in the July 29 issue, covering the West as a whole and California specifically. This article deals with Los Angeles and Southern California, San Francisco and Northern California, and San Diego.

BIGGEST single market and world famous symbol of Western progress, Los Angeles contains within its far-flung city limits 1,805,687 persons. This is the count made by special U. S. Census Jan. 28, 1946, and Mayor Fletcher Bowron says this astronomical total is 100,000 short of the true figure. The 1946 gain over 1940 is 301,410. Los Angeles County, with its 4,071 square miles, gained 463,489 people from 1940 to 1944. It's well over 3 million today.

In 1940 Los Angeles was America's fifth city. Today it has definitely passed Detroit and most probably Philadelphia, ranking definitely fourth but more likely third. Los Angeles metropolitan area *is* the nation's third market.

Southern California has a population (1940) of 5½ million; 15% of the entire nation's population increase since 1940 is in this 14-county area. Thirty-seven cities in this territory have recounted noses since 1940, and every one has shown a gain ranging up to 266.2%. Long Beach, for instance, is a city of 279,588, 70% bigger than in 1940.

Future Bullish

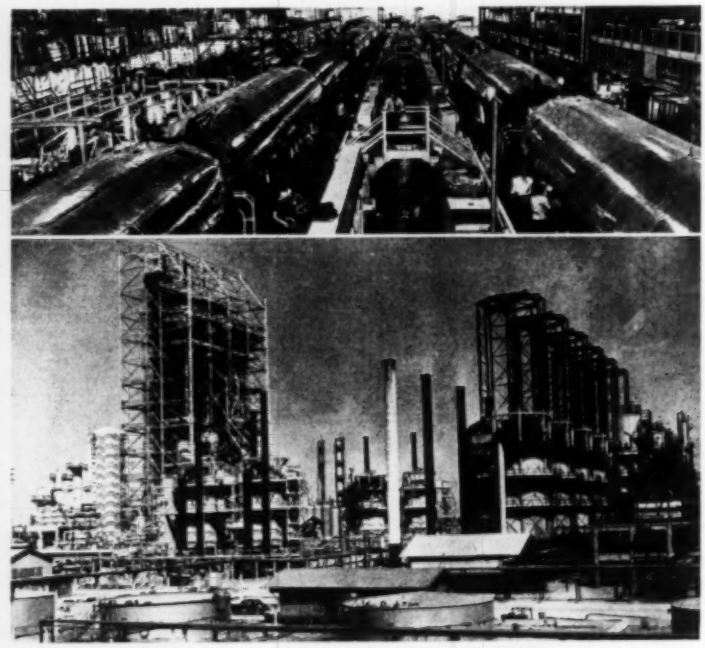
The future is decidedly bullish. Ralph Dorsey, Los Angeles city traffic engineer, estimates a population of 2,500,000 by 1960. Lloyd Aldrich, city engineer, computes a metropolitan area of 6,000,000 by the same time.

J. W. Dart, president of United Rexall Drug Inc., said after moving his national headquarters from Boston to Los Angeles: "The Los Angeles area, we believe, will enjoy greater growth and development than any other region in the United States."

Southland money and money-changing are at an all-time peak. Bank debits in the 14 counties for 1945 were 175% over 1939 (the national gain was 127%). Effective buying income the same year was $7,860,000,000—5% of the nation's total, 35% above the national per capita average.

For Los Angeles County, effective buying income is $5,443,037,000 or $1,734 per capita, second only to San Francisco-Oakland in national ranking. The Los Angeles share of the State income tax in 1945 was $5,750,000, a 15% gain over 1944.

Retail sales for Los Angeles County hit $5,000,000,000 in 1945, an all-time high. Check transactions recorded by the Federal Reserve Bank show that one-fourth of the business of the entire West passes through Los Angeles; in January of this year they were 9% above the same month in 1945. Dept. of Commerce report for January-February 1946 lists retail sales as 18% above 1945.



AVIATION AND OIL are among leading industries on West Coast, now in midst of postwar expansion. In upper photo are DC-4 production lines at Douglas Santa Monica plant. Below, Richfield high octane plant near Los Angeles harbor.

Building at Peak

Los Angeles real estate sales rolled up their greatest year in 1945. Building permits hit an all-time high of $85,212,265, making Los Angeles the No. 1 city of the nation. January permits were $17,778,597 higher than any other American city (U. S. Dept. of Labor). March was the biggest building month in Los Angeles history. The first four months of this year came up with a total of 19,204 permits worth $88,088,249, more permits than were issued during the full years of 1940 or 1944. The building boom, extended from the metropolitan district out into the country. For the five years ending with 1945, Los Angeles County permits aggregated 143,792, with a value of $300,956,751. The single month of December 1945 had a record of 15,010 permits valued at $60,290,000.

Paradoxically, jampacked Los Angeles City is the heart of the nation's richest agricultural region. Southern California (14 counties) farm income in 1945 reached $930,000,000—topped only

(*Continued on page 56*)

Slightly Altered Avco Plan Adopted

Request for Control Of Prices Delayed By Adjournment

A WATERED-DOWN VERSION of the Avco open-bidding procedure for station transfers and license assignments was formally ordered into effect by FCC last week [CLOSED CIRCUIT, July 29]. The rule was adopted July 18 and announced July 29.

Imminence of Congressional adjournment, however, prevented the Commission's following through immediately on its announced plan to seek authority to control the sales prices of stations. Acting Chairman Charles R. Denny Jr. disclosed in the Avco rule hearing that the request would be made if the bidding plan were adopted [BROADCASTING, April 22], but it was pointed out last week that adoption of the rule came too near the Congressional adjournment date.

New Provision

The Avco rule, giving the public a 60-day chance to file competing bids for stations involved in transfers of control or assignments of license or construction permit, contains a new provision under which the Commission, on request, will determine whether the plan should be waived in specific cases where its applicability is questioned or where, even if applicable, there is doubt that compliance should be required.

Such determinations will be made "on the facts of each case" following a submission of the application with a request for a ruling or with a petition for waiver.

Other Departures

Other departures from the plan as it was formally proposed last December [BROADCASTING, Dec. 24]:

1. Transfers and assignments resulting from gifts and testamentary dispositions are exempt.

2. So are those involving less than controlling interests, even though the assignee would gain control by virtue of stock he already owns. But FCC warned that successive transfers to the same persons will be watched carefully.

3. Corporate reorganizations or assignments from individuals to corporations which they own are exempt if there is "no substantial change" (as compared to the "no change" provision of the original plan) in beneficial ownership or in the individuals' respective interests.

4. The 60-day waiting period for competing bids shall be counted from the date of first advertisement of the transfer or assign-

(*Continued on page 82*)

Mild Demurrer

THOUGH NAB in a brief had contended FCC lacked power to issue a rule requiring bidding on station sales, the industry trade association objects only mildly to the order announced Monday. A. D. Willard Jr., NAB executive vice president, said: "Most serious objections to the rule and most of the obvious hardships seem to have been alleviated by exceptions announced by the Commission."

...MEAT Production Brings in More Than 100 MILLION DOLLARS YEARLY

SINCE 18th Century days when Spanish padres established the California Missions, this has been great livestock country. And today—57% of California's cattle and calves . . . 70% of the sheep and 54% of the hogs . . . hit the trail to market from the Beeline.

Tulare is second among U. S. counties in cattle production. Merced County ranks 10th, Stanislaus 12th and Kern 13th. Yet income from livestock is only ONE reason why Beeline families are California's third market (with TWO BILLION DOLLARS annual buying power!).

The Beeline market — California's central valleys plus Reno and western Nevada — is set apart by Nature. Mountain ranges surround it. So radio stations WITHIN the market are needed for good local coverage.

Remember the Beeline stations next time you plan a radio schedule. Here in their home territory the Beeline stations are set up to get the sales results you're after!

Facts for Time Buyers about the 5 BEELINE Stations

Each station in the BEELINE Group (not a network or chain) is dominant in its community, powered for THOROUGH COVERAGE. These stations TOGETHER blanket California's mountain ringed central valleys, plus Reno and wealthy western Nevada. Use all 5 at combination rates. Choose best availabilities on each station wtihout line costs or clearance problems.

KOH
Reno. NBC. Established 1928. The only station in western Nevada. KOH delivers from 86% to 98% of the Reno audience 18 hours daily. Primary area coverage in 12 counties. 1,000 watts . . . 630 kc.

KERN
Bakersfield (CBS)
Established 1931

KMJ
Fresno (NBC)
Established 1922

KWG
Stockton (ABC)
Established 1921

KFBK
Sacramento (ABC)
Established 1922

McClatchy Broadcasting Company

Sacramento, California

Paul H. Raymer Co., National Representative

CBS Defends Plan to Purchase KQW

Denies Purchase Would Give It Control Concentration

ARGUING against the proposed denial of its $950,000 purchase of KQW San Francisco, CBS told FCC last week that the facts do not support the contention that acquisition of the station would give CBS an undesirable concentration of control.

"The fact is—and the record shows—that, until shortly before the December hearing in these proceedings, Columbia owned, and was the licensee of, eight AM broadcast stations," Julius Brauner, counsel for the network, declared Tuesday in oral orgument on the proposed decision. He added that CBS operation of these stations was shown to be "distinctly in the public interest."

"Columbia sold Station WBT (Charlotte), a 50-kw clear channel station, and proposes to acquire Station KQW, a 5-kw station," he asserted. "It is difficult to see how ownership of a same number of stations with a lesser aggregate power could now constitute 'such a concentration of broadcast facilities as not to be in the public interest,' particularly at a time when the number of AM stations is rapidly increasing and aggregate power of all AM broadcasting stations also is rapidly increasing."

In its proposed decision, adopted May 31 by a 4-2 vote (Commissioners E. K. Jett and Ray C. Wakefield dissenting), FCC ruled that CBS' present ownership of six 50-kw clear channel stations and one 5-kw regional should not be extended. The majority held that the frequencies and powers of stations, not numbers alone, are factors in "concentration of control" [BROADCASTING, June 3].

Mr. Brauner contended that FCC was not justified in concluding that ownership of eight stations would be against public interest, and argued that enforcement of any such limitation policy should be made by rules of "general applicability."

Cites Avco Decision

He cited the Commission's decision in the Avco case [BROADCASTING, Sept. 10, 1945], which held that "fundamental" changes in policy should be effected by legislation or rules and regulations rather than by case-to-case decisions so that the appearance of discrimination might be avoided.

Mr. Brauner emphasized, however, that he did "not concede in advance the validity of any specific rule or regulation which the Commission might make limiting the number of stations which might be owned by any individual licensee."

To the proposed decision's statement that FCC in recent years has maintained a "consistent policy" toward lessening concentrations of control and that in furtherance of this policy, CBS itself was required to sell WBT, the attorney replied that this "is not in accord with the facts." He said he knew of no FCC decision applying this policy to AM broadcasting except under rules inapplicable to the KQW case.

Maintaining that no existing statute prohibits the proposed transfer and that no violation of any rule would be involved, he said: "That being the case, if Columbia satisfies the technical, financial and other qualifications of a prospective licensee, the Commission is obligated to consent to the transfer." He added that CBS' qualifications "were conceded at the hearing and have been established by numerous grants of original and renewal applications."

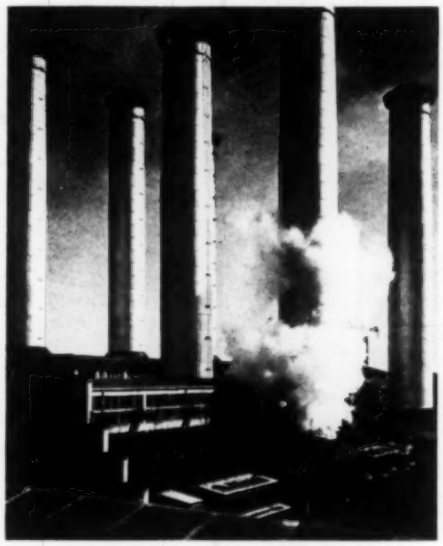
Need Outlet

The attorney reiterated that CBS needs a San Francisco area station for an outlet there, for a network originating point, and for added economic stability. He said KQW, as a CBS owned station, would increase rather than diminish competition in the area which has 12 stations and where, he pointed out, each of the other networks has an owned outlet.

Mr. Brauner said FCC's statement that CBS has prospered over the years "overlooks entirely the undisputed evidence that the economics of network operations as such have begun to change adversely to Columbia." The CBS network as such, he said, "is operating so close to cost that if network revenues dropped to normal 1941 levels, the network will operate at a substantial loss."

CBS, he declared, is interested in protecting itself against possible future periods of business recession and in providing resources to participate in FM and television and other technological developments.

Sherwood B., Mott Q., and Ralph B. Brunton and C. L. McCarthy, the present owners, joined with CBS in filing exceptions to the proposed denial but did not make a separate presentation at the oral argument. They indicated at the original hearing that they would seek another purchaser if the sale to CBS were denied. Mr. Brauner contended that CBS "in all probability" would be able to render program service "vastly superior to that of any other purchaser."



A wide range of INDUSTRIES shape the NASHVILLE market

Major markets are shaped by their industrial activity . . . In the Nashville area over 35 separate industries produce hundreds of articles valued at over 85 million dollars annually . . . These factories directly employ thousands—and their payrolls shape the growing prosperity of this great market . . . The one million people in Nashville's trade area spend over 356 million dollars each year in retail stores alone . . . That's the major market you can count on when WSIX is broadcasting your sales message.

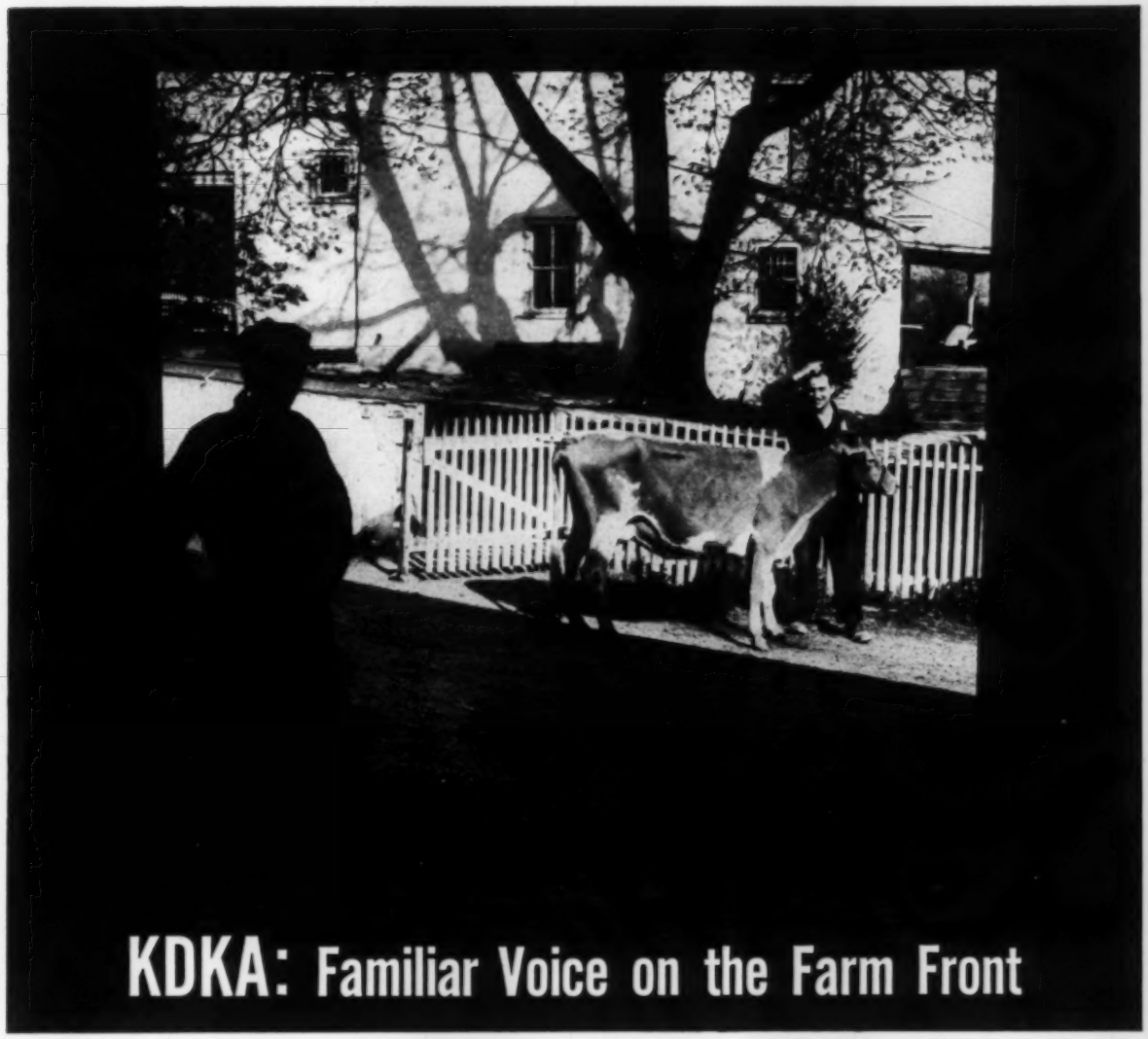
WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy!

5,000 WATTS 980 K.C.

AMERICAN MUTUAL

Represented Nationally By THE KATZ AGENCY, Inc.



KDKA: Familiar Voice on the Farm Front

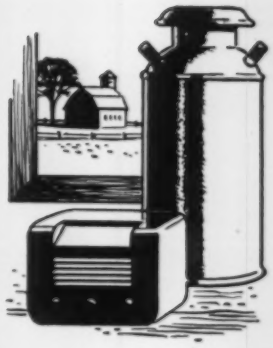
THE LEADING STATION in industrial Pittsburgh is *at home,* daily, on many thousands of farms, in five states.

The farmer's day starts early. So does KDKA. From 6 to 7 each weekday morning, countless farmers turn to KDKA's "Farm Hour" for up-to-the-minute farm information.. as essential to modern agriculture as fodder or fertilizer.

This program is unique in radio. *25 years old*.. and its audience is still growing. Conducted personally by Homer Martz, KDKA's Farm Director and a recognized authority on his subject. Gives full coverage of market reports, weather reports, world news. Presents helpful interviews with agricultural experts.. including representatives of State and Federal farm agencies.

No wonder listeners and advertisers agree that Mr. Martz and his staff are doing a magnificent job.

Interested in harvesting sales in this rich, rural area? One-minute participations on the "Farm Hour" are effective.. and available. Consult NBC Spot Sales.



KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

KEX • KYW • WBZ • WBZA • WOWO • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

The Enjoyment Will Be

MUTUAL

in

DURHAM, N. C.

from August first

WHEN one thousand watts are turned loose on the "World Home of Highgrade Tobaccos" where 44 brands of cigarettes and countless other tobacco products are produced, it will be the voice of

WHHT

One Thousand Watts

IN the rich Piedmont of the Carolinas—the center of industry as well! Within a few minutes of four of the South's leading educational institutions: Duke University in Durham, University of North Carolina at Chapel Hill (12 miles), North Carolina State College at Raleigh (25 miles), and Wake Forest College at Wake Forest (25 miles).

"Tops in Entertainment at the Top of Every Dial"

WHHT STUDIO: 310 East Main Street
DURHAM, NORTH CAROLINA

Public Service Co. of N. C. Building

REPRESENTED NATIONALLY BY THE BURN-SMITH CO.

Generoso Pope Would Expand WHOM Foreign Tongue Shows

EXPANSION of foreign language broadcasts on WHOM Jersey City, N. J., is contemplated by Generoso (Gene) Pope, president of Il Progresso Italo-Americano Publishing Co., who last week made formal application to the FCC for the purchase of the station from Atlantic Broadcasting Co., a wholly owned subsidiary of Cowles Broadcasting Co.

Under terms of the sale [BROADCASTING, July 1], Mr. Pope made an initial payment of $50,000. Upon consummation of the contract five days after Commission approval, he will pay an additional $175,000, plus the amount by which the current assets exceed current liabilities. Remainder will be paid to Cowles in 50 annual monthly installments at 4% interest for a total of $450,000. Contract also states that if application is still pending action by FCC after one year it would be void.

Mr. Pope, publisher of the New York Italian language newspaper *Il Progresso*, has for some time been seeking a metropolitan outlet to augment his publishing interests and to provide a greater listening service to the large foreign speaking population in the New York area.

WHOM was acquired by Cowles in May 1944 when it was predominantly a foreign language station. After extensive trials in trying to convert it to an English-speaking outlet, Cowles concluded that "the present natural and maximum audience of the station is a foreign language audience."

Mr. Pope proposes to increase the broadcasting of programs in Italian, Jewish and Polish. Broadcast of the fundamentals of English and grammar will be stressed, he declared.

Mr. Pope, it was revealed, plans to petition the FCC for an increase in WHOM's power to 5000 w. Initial steps have already been taken by Cowles. Contract states that Cowles is to continue its research in this matter until the conclusion of the sale. At that time, Mr. Pope will reimburse the present licensee an amount not greater than $10,000. WHOM, operating on 1480 kc, has a power of 1000 w day and 500 w night.

Exhibits to the application show that there are approximately 4,500,000 people of Italian, Jewish and Polish extraction residing in the proposed WHOM primary area. Among programs planned to be aired are numerous foreign language discussions, newscasts and forums.

Mr. Pope owns 83.7% of *Il Progresso*. Remainder of stock is held by members of his family. In addition to his publishing interests, Mr. Pope owns the Colonial Sand & Stone Co., New York, and has minor interests in various other enterprises.

In compliance to the Avco rule, notices of the sale are to appear in the *New York Times*.

Mr. Pope was represented in the transaction by the Washington law firm of Cohn & Marks.

MAINTENANCE helper on this 1912 pusher is Harry Burke, (above) general manager of KFAB Lincoln, Neb. Part of Lincoln's aviation show, the crate is flown by Bill Parker, sales representative of Phillips Petroleum. Mr. Burke, active in the Civilian Air Patrol, flies his own plane.

Radio News Clinic Set For Canton, O., Aug. 20

RADIO News Clinic will be held Aug. 20 in Canton, O., under auspices of the Ohio Assn. of Broadcasters, of which John Pattison Williams, WING Dayton, is president. Participating will be Arthur Stringer, NAB director of special services and prime mover in the clinic program.

Eugene Carr, Brush-Moore Newspapers radio director, will be clinic chairman. On the committee with him are S. Bernard Berk, general manager of WAKR Akron, and Len Nasman, business manager of WFMJ Youngstown. First clinic held in Ohio, it will cover news gathering, writing, editing and broadcasting. Site will be the Onesto Hotel, with WHBC Canton as host station.

Hal Pearce

HAL PEARCE, 24, announcer at KDTH Dubuque, Iowa, for two years, died last Wednesday after a prolonged illness. He leaves his wife and daughter.

"Kay" KGW

"WHEN PEOPLE THINK OF THE PACIFIC NORTHWEST THEY THINK OF SPACE TO EXPAND, TO DEVELOP AND GROW."

"GIANT DAMS, HUGE FORESTS, VAST STORES OF RAW MATERIALS..... PLENTY OF ROOM TO WORK AND PLAY....THAT'S THE GREAT NORTHWEST, THE NATION'S CORNER-STONE OF PROGRESS."

WASHINGTON

OREGON

IDAHO

"PORTLAND HAS THE LARGEST BLOCK OF POWER AVAILABLE IN ANY SEAPORT IN THE NATION. ELECTRICITY FOR HOME HEATING COMPETES WITH OIL AND IS THE CHEAPEST INDUSTRIAL POWER PRODUCER AVAILABLE."

"PEOPLE IN KGW'S PRIMARY AREA TAKE THEIR RADIO LISTENING SERIOUSLY. OREGON'S PERCENTAGE OF RADIO FAMILIES IS 93.7%..... THE NATION'S PERCENTAGE OF TOTAL IS 90.4%."

"DURABLE AND NON-DURABLE GOODS IN PORTLAND'S METROPOLITAN AREA SHOWED AN INCREASE OF 107% IN 1945 OVER 1940..... ONE OF THE FEW IN THE COUNTRY TO TOP 100%."

ONE OF THE GREAT STATIONS OF THE NATION

"KGW IS GROWING WITH PORTLAND.... LEADING IN LISTENERS, IN PROGRAMS IN THE PUBLIC INTEREST, AND NOW IN F.M.... PORTLAND'S FIRST STATION FOR 24 YEARS."

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

BOB SMITH.

. second of WEAF's great new shows

A standing rule at WEAF discourages the use of "supercolossal", "stupendous", "dynamic" and other such adjectives in advertising. The ruling is being waived here, however, in order to present the *true* picture of a really terrific daytime program.

It's the *Bob Smith Show*, new across-the-board morning program* of delightful commentary, weather reports, transcriptions, news, time signals, sports results, and vocalizing. Everybody at WEAF—everybody who's heard an audition, in fact—is raving about it.

This Smith weaves commercials into his theme with the skill of a Persian rug maker. His piano and singing style climb new peaks of engaging informality. Weather reports are as highly entertaining as any other program feature, and musical bridges into transcriptions are a thing of beauty and joy.

Saleswise, the story gets even better. Before he came to New York, Smith broadcast two years for WBEN, NBC affiliate in Buffalo, where he consistently had 100% sponsorship. Selling 12 products and services a week, he advertised 44 national and local accounts, with six of his sponsors remaining on his program from its inception.

As for listenership—the hour-long *Bob Smith Show* started on WBEN in June, 1944 and *doubled* its average quarter-hour Hooper within a year. *Early Date*, a second program written by Smith and broadcast co-operatively with WBEN's Clint Buehlman and Esther Huff, against formidable 9:15-9:45 AM network opposition, had an average rating in May-June, 1946, of 10.3 against the second station's 2.9.

Superlatives? They couldn't happen to a better morning man. Listen to Smith and you'll soon see why.

Then act quickly to head the list of sponsors lining up at WEAF and at Spot Sales offices to buy quarter-hour segments as the *Bob Smith Show* takes the air.

Monday, Wednesday, Friday
7:05-7:30 & 8:00-8:30 AM

Tuesday, Thursday, Saturday
7:05-7:30 & 7:45-8:30 AM

NBC's Key Station · New York

WEAF

50,000 watts · 660 kc.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

Retail Stores Offer Rich Radio Field

Third of Market Is Still Unsold, Survey Indicates

EVIDENCE that radio has not yet tapped the rich advertising revenue of U. S. retail stores was contained last week in a report of a survey of selected members of the National Retail Dry Goods Assn.

The evidence: Of all the nearly 300 stores surveyed by the report, only two-thirds use radio, slightly more than one-half devote 10% or less of their total advertising budget to radio, one-quarter devote 5% or less.

Without attempting to analyze the reason for its members' apparent disaffection for the newest advertising medium, the NRDGA said, "The fact that stores do not as yet attach a great deal of importance to this type of advertising is evident."

As things stand now, the NRDGA reported, retailers seemed disposed to keep radio appropriations to a minimum. Half the stores reported they anticiated expansion of their general advertising program, but only 23.1% said their use of radio would increase. More than half (64%) intend to maintain their radio budgets at present levels; 12.9% intend to reduce theirs.

Cross-section of Nation

To accumulate information on its members' use of radio, the NRDGA collected reports from 202 department stores, 74 specialty stores, and 33 unidentified as to type throughout the nation. Stores of various sizes in cities of various sizes in a representative cross-section of the country contributed reports.

The use of radio, the survey found, increases with the rise in store business volume: 58.7% of stores having a volume of $1 million or less use radio; 72.2% of those doing more than $10 million business use radio.

The use of radio increases with distance from the Eastern Seaboard. Radio advertising is carried on by 45.6% of the Eastern stores, 71.6% of Midwest ones, 73% of Southern ones, and 88.6% of those on the Pacific Coast.

The variation of the percentage of stores using radio, by varying city sizes, was slight.

Among those retailers using radio, 28.6% broadcast once a week, 3.4% twice a week, 8.5% three times a week, 24.7% five times a week, 24.9% six times a week and 8.9% daily.

Musical programs were favored by 57.6%, news by 55.1%, household hints, fashions, shopping news, gossip by 39%, spots by 29.3%, children's shows by 14.1%, variety by 12.7%, participation by 11.7%, mystery, drama, serials by 10.2%, sports by 6.8%, educational by 4.9%.

Number Sponsored

As to the number of programs sponsored by stores, 41% sponsor one program, 23.9% two, 11.7% three, 10.2% four, 6.3% five and 4.9% six.

Of all radio advertisers contributing to the survey, 94.6% buy time on stations which are affiliates of national networks, 8.9% buy time on independents.

From their radio advertising, 90% of the stores expect to build up general store prestige as the primary result. About 60% expect department build-up and immediate item sales as results.

About half of the reporting stores conducted tests in 1945 to determine sales results of their radio advertising. Of these, 20.9% reported favorable results, 12.2% reported fair success, 3.4% were "unable to tell," 5.9% said results were "very limited, very unsuccessful, terrible, disappointing," 11.7% did not specify.

Of the reporting stores, 28% said general results of radio were highly successful, 56.1% moderately successful, 12.7% slightly successful and 3.2% unsuccessful.

Schedule for Smith

THE LARGEST time segment ever granted by WEAF New York to a single personality has been assigned to Bob Smith, heard formerly on WBEN Buffalo, N. Y. He starts his morning series of general chatter, piano music, songs and recordings, today (Aug. 5), with 10 sponsors. The West Disinfecting Co., Long Island City, N. Y. (CN), will sponsor quarter-hour segments on Monday, Wednesday and Friday, 8:15-8:30 a.m., and one-minute announcements have been scheduled for the following advertisers: *Saturday Evening Post*, Metropolitan Life Insurance Co., Eastern Airlines, New York Telephone Co., Colgate Dental Cream, Halo and Supersuds, New York *Herald Tribune*, Cuticura Soap and Ointment, Steero Jellied Consomme and *Collier's* Magazine. Mr. Smith's entire schedule on WEAF New York is Monday (all a.m., EDST), 7:05-7:30, 8-8:30; Tuesday, 7:05-7:30, 7:45-8:30; Wednesday, 7:05-7:30, 8-8:30; Thursday, 7:05-7:30, 7:45-8:30; Friday, 7:05-7:30, 8-8:30; Saturday, 7:05-7:30, 7:45-8:30.

FIRST FM transmitter in western Canada is being installed by CBC on the roof of the 20 story Hotel Vancouver, Vancouver, B. C. Transmitter is expected to be ready for operation in October.

The Doorway to a 460 Million Dollar MARKET!

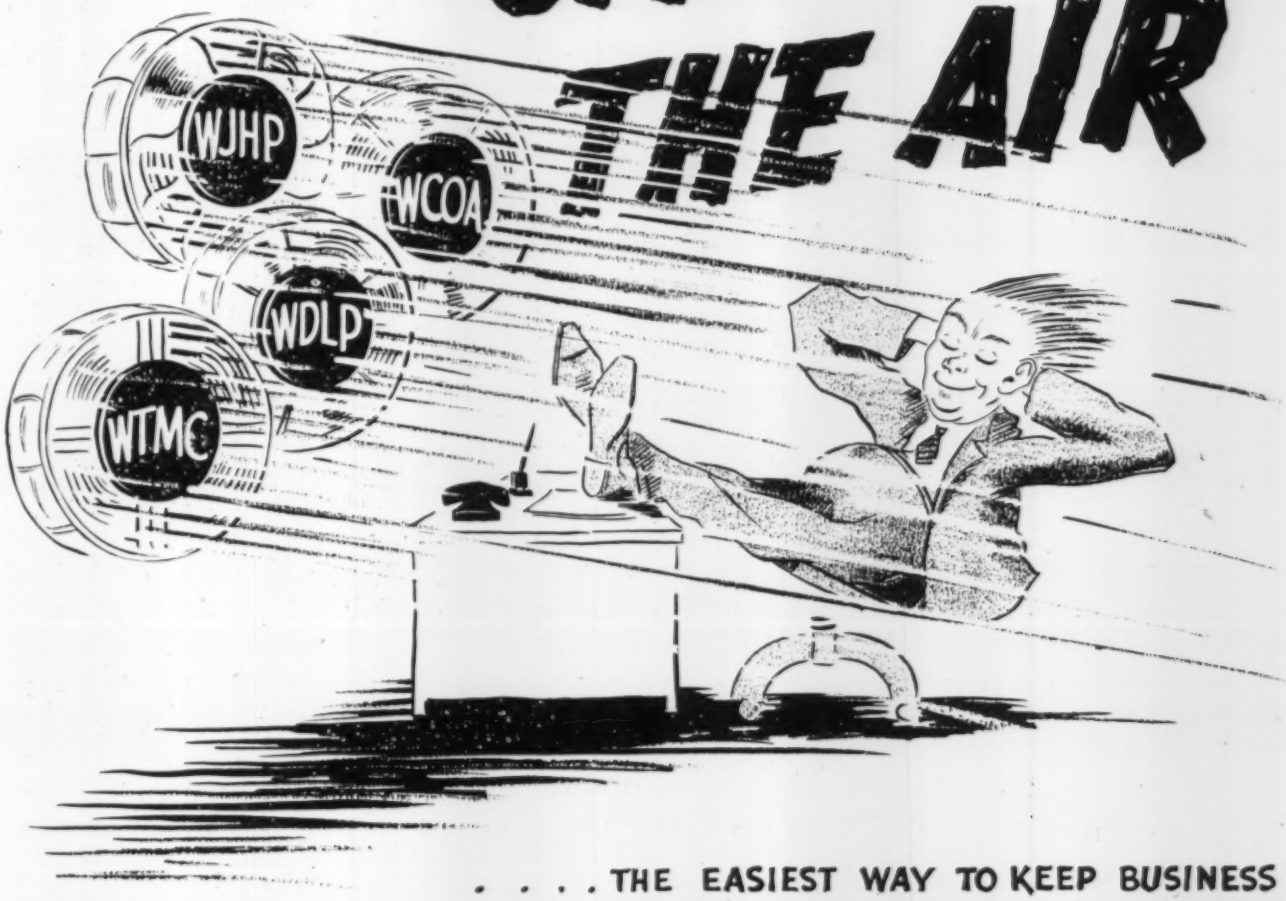
Corpus Christi's yacht basins are as modern as any found on the American coast-line, boats as long as 75 feet being easily accommodated. The Corpus Christi waterway has handled a grand total of 135,966,402 tons of miscellaneous cargo since 1926, standing in eleventh place among the Nation's harbors. The Intra-coastal Canal, an integral part of an inland waterway system destined to become the greatest in all the world, is making increasingly greater contributions to the economic well-being of all the coastal cities of Texas, and other Southern States! As a port, Corpus Christi is the recipient of ever-mounting revenue—and KEYS—your CBS outlet in this valuable area—is the station to reach it!

250 watts
1490 kc

COLUMBIA ★ BROADCASTING ★ SYSTEM
KEYS
Corpus Christi, Texas

LET THESE FOUR FLORIDA
JOHN H. PERRY STATIONS . . .

"GIVE YOU THE AIR"



. . . . THE EASIEST WAY TO KEEP BUSINESS
AT THE RIGHT SUMMER TEMPERATURE . .

BUY SUMMER TIME, FOR ALL-OVER
RESULTS IN THE ALL-TIME VACATION STATE !

JOHN H. PERRY ASSOCIATES • NEW YORK • PHILADELPHIA • CHICAGO • DETROIT • ATLANTA

WJHP - Jacksonville
WDLP - Panama City
WCOA - Pensacola
WTMC - Ocala

THE TALL CORN grows in WMT land*

FLASH! United States Department of Agriculture FORECASTS Record 1946 Iowa Corn Crop of

651,242,000 BUSHELS

and WMT reaches *Eastern Iowa's Farm Market Completely

Member of the Mid-States Group

Represented by KATZ AGENCY

WWDC, Chesapeake Seek Last Channel for Washington FM

WWDC Washington and Chesapeake Broadcasting Co., "left out" of the eight proposed grants for Washington FM stations, fought it out for the ninth and only now-available channel in oral argument before the FCC *en banc* last week.

Both applicants presented extensive additional testimony in support of their applications, first heard in the original Washington FM proceedings in March [BROADCASTING, March 18]. Mid-Coastal Broadcasting Co., which had been scheduled to join the competition for the remaining channel, was permitted to withdraw.

Acting Chairman Charles R. Denny Jr. made it plain that the Commission does not want "nine stations tied up" by litigation which might result if WWDC and Chesapeake attempted to displace one of the applicants proposed for grants, instead of competing only for the ninth channel.

Court Battle Implied

W. Theodore Pierson, WWDC counsel, said "we are not contending for the other eight" but that "if WWDC's is the only application not granted, we should want to know if the same standards apply to all. If unsuccessful, we will contend," he added. Stephen Tuhy Jr., Chesapeake counsel, said his client would not contest the eight grants.

Mr. Pierson praised WWDC's public service and said failure to get an FM grant would be "the death penalty." Mr. Tuhy said Chesapeake was "sincere" and could serve the area's needs.

The eight applicants who won tentative Commission approval in the proposed decision [BROADCASTING, June 10] contented themselves with brief, defensive cross-examination of WWDC and Chesapeake witnesses. They were: Commercial Radio Equipment Co.; Cowles Broadcasting Co. (WOL); NBC; Metropolitan Broadcasting Co.; Potomac Broadcasting Cooperative; Evening Star Broadcasting Co. (WMAL); WINX Broadcasting Co.; Theodore Granik.

Ben Strouse, vice president and general manager of WWDC, who in the April hearings was questioned about the possibility of bookies paying off bets on the basis of race results carried on WWDC's *All Sports Parade*, said broadcasts of results are now delayed for about an hour, and that winning prices are not carried at all, to avoid any possibility of usefulness in the "numbers rackets."

He presented an exhibit showing that *Tello-Test*, apparently the object of the proposed decision's reference to "questionable" legality of a prize give-away program, is carried by 39 stations of which 21 have received renewals in 1946 and 16 have had FM applications granted. John Moser, counsel for Radio Features Inc. which owns *Tello Test*, submitted a brief contending that the program "in no way violates" the Communications Act.

Bryson Rash, radio director of the Democratic National Committee, formerly with WMAL, and several other witnesses testified to WWDC's cooperation in various civic drives and to the popularity of various WWDC programs and program periods.

Chesapeake's program and policy plans were discussed by Jay Caldwell, former WOL director of operations, who would be program director of the Chesapeake station.

When Samuel Miller, FCC counsel, noted seeming discrepancies between Mr. Caldwell's testimony and that given in the April hearing by another witness, Mr. Tuhy said Mr. Caldwell could not be disclosed as program director at the time of the earlier hearing and that it had been necessary to put a "temporary program director" on the stand in April.

"We can only rely on the witnesses you put on the stand," Chairman Denny noted.

Henry Seay, former commercial manager of WOL, now a real estate broker, said he would become active as Chesapeake general manager immediately if its AM application is granted and as soon as "enough" sets are available if it receives an FM grant. He estimated that 50,000 FM sets might be defined as "enough" and said it would be "just a matter of months" until that number would be available, once production gets into swing.

Other Chesapeake witnesses included Leslie B. Altman, treasurer; Arthur B. Curtis, president, Richard L. Tedrow and Dr. James A. Bell, directors, who discussed program plans, policies and purposes.

Show Space Is Now SRO For TBA October Meet

VIRTUALLY all of the 15,000 square feet of exhibit space at the second television conference and exhibition of Television Broadcasters Assn., to be held Oct. 10-11 at the Waldorf-Astoria, New York, has been reserved, Ralph B. Austrian, TBA general convention chairman, said last week. "Reservations have come in by phone, mail and telegram, and our space is gone before we have sent out a single application blank," Mr. Austrian said. Three of the hotel rooms have been reserved for exhibits, one for receivers, another for transmitting equipment and the third for miscellaneous video displays.

N. B. C.

Picks a WINR

in the Triple Cities

★ Binghamton ★ Johnson City ★ Endicott

. . . and you'll find it a

GOOD BET

to

Put Your Money on the

WINR

Binghamton, N. Y.

HEADLEY-REED, *National Representatives*

This Brand New Station Offers Wonderful Availabilities for Time-Buyers Who Act Fast!

Radio Luxembourg to Remain Free

Europe's Top Station Fights Government Pressure

RUMORS that Radio Luxembourg might be on the block because of pressure from the French and British governments last week were pooh-poohed by the station's public relation representative.

M. Louis Merlin, president of Information et Publicite, a French agency handling Radio Luxembourg's public relations, told BROADCASTING in New York last week that the 200 kw commercial station in Luxembourg would sell no share to any government or persons outside the present stockholders, and despite opposition from BBC and Radiodiffusion Francaise, commercial operation would be continued after a six-year interruption due to the war.

M. Merlin discounted reports that American advertising firms were also angling for shares in the station, saying that he had absolutely no knowledge of such a move by any U. S. group. The prewar lessees, Compagnie Luxembourgeoise de Radiodiffusion, Societe Francaise de Radioelectricite and Compagnie des Compteurs, will renew their interest in the station, he added.

The radio is still far from clear with regard to the French and British governments, however, and they are still maintaining pressure for control of the station, M. Merlin said. On Aug. 14 delegations from France and Britain will travel to Luxembourg to present their respective plans for the station, but according to M. Merlin, these overtures have little likelihood of succeeding.

Europe's top commercial station already has renewed business relationships with several prewar English advertisers, and more have indicated they will want time on Radio Luxembourg, the French visitor said.

The purpose of his visit to the United States is two-fold, he added. First he wanted to find an American to handle Radio Luxembourg's business alliances in the U. S. and second he was attempting to clarify the situation between some potential British advertisers and their American subsidiaries. The difficulties of exchange values between Luxembourg and Britain were making it necessary for those companies to work through their U. S. subsidiaries, he said.

Questioned as to the British Labor Government's implied threat to jam programs emanating from the Luxembourg station, M. Merlin doubted that such a step would be taken. He pointed to the great amount of listening freedom the British people had during the war, adding that it would be inimical for a democratic government to prevent its people from dialing what they pleased on the air.

As an example of the wide listening response to Radio Luxembourg, M. Merlin pointed to a survey made by his office in June of this year. It showed that in the total area of Belgium, 21.6% of listeners preferred Radio Luxembourg, and throughout France, ranging from north to south, and east and west, total listening varies from 18.7% in the heavily populated eastern area, to 5% in the agricultural areas of Southern France.

Outstrips BBC

M. Merlin, had no figures for Britain, but he said that Radio Luxembourg far outstripped the BBC in popularity.

Asked if he contemplated taking any American radio shows "as is" for his English audiences, M. Merlin said he thought not, because of audience differences. Although he might employ American talent, he thought the programs would have to have a design peculiar to British tastes and for that reason would probably be made in Britain.

On the subject of television, M. Merlin said it was practically defunct as far as Europe was concerned. However, what television there is, is of high quality. Using the Barthelemy process, French televisors get 1,000 lines to a picture, he added.

Right Upheld

DECISION of the Supreme Court of Minnesota has upheld the right of Myles H. Johns to rescind a contract for purchase of WJMC Rice Lake, Wis. Mr. Johns and Walter H. McGenty, owner of WJMC, in 1943 had entered into purchase agreement of $22,500. Day after contract signing Mr. Johns had been informed that a financial statement, showing a station profit for 1942 and submitted day before signing, might not be correct and that further information would be submitted. Pending negotiations the plaintiff was given an extension of time to file assignment of license application. Mr. Johns claimed fraud in the statements as there was a loss for 1942. The defendant claimed that any fraudulent representations were waived by plaintiff's conduct after discovering the true facts. The court held that the fraud was not waived because Mr. McGenty continued to promise statements showing a profit in 1942, and therefore allowed Mr. Johns to rescind his contract.

CLASSES in radio writing, acting and sound effects are being held Wednesday evenings at Columbia, S. C., Laura St. USO.

THE "BOOM TOWN" IS STILL BOOMING

Way back in '41, the upswing started, and sales went booming, too. One spurt doesn't make a market, but a steady, five-year boom sure does. Wichita's record of industrial reconversion is unequalled, and so is this market's reaction to good, consistent advertising — — especially if it comes from "That Selling Station in Wichita."

THAT SOLID SECTION OF KANSAS' RICHEST MARKET

WICHITA IS A HOOPERATED CITY

KFH

WICHITA

CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

A radio station is known by the *Companies* it keeps

"...In the Public Interest..."
FARM NEWS
on the New
WJJD

★ Our mail, bless it, tells us our booming signal is welcomed each morning into farm homes in 38 states. We program our early hours accordingly. At 4 each morning our famous Breakfast Frolic takes to the air. At 6 (top tune-in time on mid-America's farms) the Frolic pauses for the *New* WJJD's special Farm News program. This daily quarter-hour newscast is by, for and about matters of farm interest. The news itself is selected and edited especially for farm needs (farmers have a lively interest in international matters by the way). And commentator Irvin Victor, a native Kentuckian who knows the earth side of farming from long years of experience, has a down-to-earth delivery that farm folks applaud (his mail comes in basket-fuls). It's one of our oldest and best liked features planned for our large rural audience "in the public interest."

20,000 WATTS OF *Selling* POWER

A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.

Rainey to Enter Runoff For Governor of Texas

DR. HOMER P. RAINEY, former president of the U. of Texas and advocate of newspaper-radio ownership divorcement, goes into a runoff primary for the Democratic nomination for Governor of Texas Aug. 24 against Beauford H. Jester, Texas Railroad Commissioner. In the July 27 primary, Mr. Jester was first among a field of 14 candidates and Dr. Rainey second.

Still pending before the FCC are charges by Dr. Rainey against the Texas Quality Network that the network discriminated against him by rationing pre-primary time on the air [BROADCASTING, July 22]. During his campaign Dr. Rainey advocated separation of newspaper and radio interests and declared he would foster legislation prohibiting newspapers from owning radio stations.

Advertisers Give Radio Lion's Share

Procter and Gamble Largest Spender, Survey Shows

RADIO got a lion's share of the nearly $148 million spent by the 16 leading national advertisers in 1945, a report by the Magazine Advertising Bureau disclosed last week.

The 16 heaviest spenders in advertising distributed $147,741,252 to magazines, newspapers and radio, the report showed; of that amount $76,183,530 was collected by the four radio networks in gross billings.

Far and away the biggest advertiser in the U. S., according to the report, was Procter & Gamble Co., which spent a total of $21,903,167, of which two-thirds ($14,927,108) went to network radio.

The Magazine Advertising Bureau report covered 1,884 companies, listed their advertising investments for 1945 in magazines, farm journals, newspapers and national network radio.

Figures for expenditures in magazines were obtained from the Publishers Information Bureau which covered 97 magazines and 42 farm magazines and journals; those for newspapers from media records, covering 333 daily and Sunday newspapers published in 107 cities; those for network radio from Publishers Information Bureau reports of gross billings.

List of the 123 advertisers who spent more than $1 million each on page 42.

The report also listed radio's estimated net billings as compiled by PIB at a total of $140,093,394, a figure somewhat at odds with that of $130,000,000 published in BROADCASTING's Yearbook for 1946. PIB figures, the report admitted, were estimates but close enough to BROADCASTING's accounting to be valid.

The report pointed out that total radio advertising costs were "probably understated even by the gross time charges paid by the advertiser" because no estimate of talent charges was accurate enough to be included.

The 16 advertisers which spent more than $5 million each in 1945 were, in alphabetical order (first figure is total expenditure, second that for network radio):

American Home Products Co., $6,978,614, $5,150,121; Bristol-Myers Co., $5,810,332, $2,776,318; Coca Cola Co., $5,129,162, $2,778,332; Colgate - Palmolive - Peet Co., $8,987,635, $4,324,767; Ford Motor Co., $5,135,020, $1,528,480; General Electric Co., $8,495,968, $3,641,597; General Foods Corp., $12,053,576, $8,003,303; General Mills, $9,639,622, $6,415,278; General Motors Corp., $15,280,267, $1,158,392; Lever Bros., $14,139,804, $7,274,603; Liggett & Myers Tobacco Co., $5,178,987, $3,450,168; Miles Laboratories, $5,586,237, $5,130,691; Procter & Gamble, $21,903,167, $14,927,108; Schenley Distillers Corp., $5,712,665, $1,053,351; Seagram Distillers Corp., $6,352,001, $318,813; Sterling Drug Co., $11,348,195, $8,252,208.

Q.
Why does KCKN (Kansas City) consistently do a selling job for its advertisers?
A.
Because KCKN, and only KCKN, programs exclusively for the listener tastes of Greater Kansas City.
There are no "farm" type programs, designed for the surrounding thinly-spread rural area, on KCKN. As a result, the people of Kansas City know that they may tune in KCKN any hour of the day or evening and enjoy the kind of radio entertainment they prefer. All of which adds up to this: KCKN offers you an effective means of telling and selling a substantial share of Greater Kansas City's nine hundred million dollar market – the market that counts most – without the rate penalty of outstate coverage.
Contact your nearest Capper office for availabilities.
The Voice of Greater Kansas City
KCKN Kansas City
BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY
CAPPER PUBLICATIONS, Inc.
NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220

KQV Maps Its Program Plans for Timebuyers

KQV PITTSBURGH presented its prospectus to timebuyers at a luncheon sponsored by Weed & Co. last Wednesday in New York. Peter Wasser, owner-manager of the MBS affiliate, gave the gathering a synopsis of the type of programming on his station.

He said that KQV reaches 675,000 persons in its day programming and that at night this number more than doubled.

Reaching the greater part of the trading audience in Pittsburgh, his station was alert to local conditions, Mr. Wasser said. He used a transcription of KQV's coverage of the Pittsburgh steel strike which dramatically gave a word picture of the slow paralysis which overcame the steel city last winter.

KNX News Pact

NEWSMEN of KNX Hollywood have obtained new contract through Radio Writers Guild which hikes weekly pay for senior writers with one year of CBS affiliation from $62.50 to $69.25. In addition contract obtains recognition of time in service as substitute for time on job in qualifying for senior writer raise. Negotiations were completed between Donald Thornburgh, CBS Western Division vice president, and Stan Moore, president of Radio Writers Guild.

. . . . . for tops in Hooperatings!

. . . . . for tops in Dollar Value!

. . . . . in Southern California

IT'S 570 *"First on the Dial!"*

KLAC

LOS ANGELES

Represented by Adam Young, Jr., Company

New York - Chicago

BALTIMORE IS

Full Rotogravure Pages Reach Over 300,000 Readers of the Baltimore Sunday Sun

Daily "Radio Page" ads in the Baltimore News-Post are Seen by Over 223,000 Readers

CBS

WCAO

600 KILOCYCLES

Represented Nationally by th

NEW YORK - CHICAGO - SAN FRANCISCO

"SOLD" ON WCAO

Doubly sold, we may say! Sold, first because of the fine shows you advertisers are offering--sold, second because of WCAO's exciting and consistent promotion of those same shows. Yes, "advertisers know that WCAO promotes the show."

Thousands of "Giant" book matches keep Baltimoreans Aglow

Car cards in Baltimore and Annapolis Busses and Street Cars are seen daily by over 500,000 riders

"The Voice of Baltimore"

5000 WATTS

PAUL H. RAYMER COMPANY

LOS ANGELES - DETROIT - BOSTON - ATLANTA

Committee May Require Howe To Testify on CBC Seizures

POSSIBILITY that Reconstruction Minister C. D. Howe may be called on to testify why private station clear channel frequencies are to be taken over by Canadian Broadcasting Corp. for 50 kw stations, was intimated at the Parliamentary Radio Committee hearings at Ottawa on July 26. Committee members asked for production of all official communications with CFRB Toronto, CFCN Calgary, and CKY Winnipeg, stations affected, concerning seizure of frequencies of these stations by the Canadian government or CBC. Communications between the government departments and CBC on the subject were also requested.

Gordon Love, owner of CFCN, confirmed what Harry Sedgwick, president of CFRB, had earlier told the Committee, namely, that not till last year were stations notified that their frequencies would be taken over by the CBC, and not till April 1946, were they informed officially that they had to vacate the frequency by June 1, 1947. Love told the Committee it would cost him $125,000 to move to the alternate frequency of 1060 kc, in addition to which he would lose a large part of his audience. (CFRB had earlier stated it would have to spend $300,000 to move to any of the four alternate frequencies offered [BROADCASTING, July 22]. CBC had earlier stated stations had been told in 1941 they would have to vacate their clear channel frequencies for CBC.) Love stated that private conversations in 1941 with Minister Howe gave him to understand that CFCN would retain the 1010 kc frequency if accepted at that time when Havana Treaty assignments went into effect.

Love told the Committee he was ready to sell his interest in the station to listeners in Alberta, if CFCN would remain a privately-owned broadcasting station owned by the listeners and would retain its 1010 kc frequency and be permitted to go to 50 kw. He stated that CBC could as easily build its new station in Alberta on 1060 kc and locate in the southeast corner of the province. Much of rural Alberta was already receiving good coverage from CBC 50 kw station CBK Watrous, Sask. Love stated that municipal and agricultural groups in Alberta were in favor of his plan to sell the station to the listeners.

Tracing history of CFCN, M. M. Porter, legal counsel for the station, showed how CFCN had built a widespread audience by a policy of public service. He gave as example a news service sponsored over CFCN by the wheat pools at a cost of $18,000 a year, giving Albertans local news and other news treated with local interpretation.

Answering statements of the CBC presented to the Committee, that private stations were making large sums of money, Love said that there were considerable red ink figures in his books, proving he operated a free enterprise public service station "with a social consciousness."

CBC plans to build a junior Radio City in Montreal were unfolded before the Committee by Dr. A. Frigon, CBC general manager, in answer to questions by Committee member Roland Beaudry (Lib. Montreal-St. James), owner of CKVD Val d'Or, CHAD Amos, and CKRN Rouyn, Que. Frigon said that CBC had obtained a more beautiful site in Montreal than that offered by the city of Montreal nine years earlier. It was planned, with Parliament approval, to build a $2,500,000 radio headquarters at Montreal. At the same time Frigon said the Toronto national program and commercial office would likely be developed into a permanent radio center, with a new building to go up on the site now occupied.

Jean Marie Beaudet, director of CBC French network, told the Committee that the French network was restricted by financial means, but improvement could be made if more money was available. He reported on reception of CBC shortwave programs in Europe.

FINAL TERMS of contract which would make WTRY Troy, N. Y., a CBS affiliate, are checked by Herbert V. Akerberg (seated), CBS vice president in charge of station relations, and William A. Riple, vice president and general manager of the station.

RCA Victor Awards

SOLID GOLD money clips, each with a miniature gold watch, will be presented annually to as many as 15 outstanding salaried workers of RCA Victor in a new award of merit plan, announced by Frank M. Folsom, executive vice president of RCA Victor Division.

KROD

EL PASO, TEXAS

Announces the Appointment of

T·H·S

TAYLOR • HOWE • SNOWDEN *Radio Sales*

AS

NATIONAL REPRESENTATIVES

EFFECTIVE IMMEDIATELY

1000 WATTS DAY - 500 WATTS NIGHT

600 ON THE DIAL

COLUMBIA BROADCASTING SYSTEM

OWNED AND OPERATED BY DORRANCE D. RODERICK

VAL LAWERENCE, GENERAL MANAGER

"SPeeDy"

Spring board...

TO "SPEEDY" SALES RESULTS

Penetrating the $700,000,000 market at the lower end of Lake Erie is no feat of agility once you enlist the services of WSPD to produce "speedy" sales results.

Streamlined selling programs, new ideas and new merchandising plans spring from competent, skilled and enthusiastic staff members who, through years of training and experience, produce programs that please the listeners of Northwestern Ohio and Southern Michigan and bring "speedy" sales results to WSPD Advertisers.

A QUARTER CENTURY • THE VOICE OF TOLEDO

WSPD TOLEDO, OHIO

A Fort Industry Station

5000 WATTS · N.B.C.

LONDON LETTER—By William Pingrey

London Hears 'Big Deal' Rumors When Sarnoff Arrives; BBC Video Lagging

ARRIVAL of Brig. Gen. David Sarnoff, RCA president and NBC board chairman, in London has resulted in a flood of reports that he was in Britain to negotiate some "big deal," but at a news conference a fortnight ago General Sarnoff made no important disclosures. He told British newsmen of the progress of television in the U. S.

Jonah Barrington, radio critic of the London *Sunday Chronicle*, wrote that General Sarnoff would not "get many shocks" when he inspects British television. "Despite rumors to the contrary, the Americans are still ahead of us," wrote Mr. Barrington. In a pessimistic comparison of television service in the British Isles and the U. S., the critic pointed to these shortcomings of the BBC: No televised professional boxing; no regional television; no alternative program.

* * *

Because of the popularity of telecasts of open air events, BBC is building a new mobile unit for outside broadcasts which will be ready next fall. It has only a single mobile television unit in service to televise distant athletic events and other outside programs.

* * *

Debate in the House of Commons more than a fortnight ago on extension of the BBC charter for five years [BROADCASTING, July 22] brought acknowledgement from Herbert Morrison, Labor Party Leader, that despite the Government's "thumbs down" attitude toward commercial broadcasting, powerful voices in Britain are pressing for that type of radio.

As for FM, Mr. Morrison said the war had left Britain far behind the U. S. but BBC was trying to catch up. Engineers are transmitting FM programs every evening to the London area, he said, and expressed hope that within two years the BBC could establish FM stations throughout the nation.

* * *

Charges that the BBC "give their broadcasts a left wing bias whenever they can" were made a few days ago in a letter to the BBC chairman by Sir Waldron Smithers, Conservative Member of Parliament. He wrote that while making a Brains Trust broadcast he felt "in the presence of evil" because the studio atmosphere was so "terrifying." He said his political opinions were a minority of one on a panel of five. Capt. Francis Noel-Baker, Labor Member of Parliament, also on the same program, said his experiences was that "the BBC always presents a balanced picture."

* *

Selection of Actress Gillian Webb to the coveted role as BBC's blonde television announcer, replacing Hasmine Bligh, may delay her marriage to Lt. Arthur Wilson, U. S. Army Air Forces. They were engaged during the war.

Aiming for Record

KOWH Omaha is intensifying its safety drive. With Omaha entering its 150th day without a traffic fatality, the station is now following the temperature reading every hour and half hour by: "Drive slowly—drive carefully—help Omaha make a world's record in safety." The traffic chief, Robert Munch, has expressed great appreciation for KOWH's cooperation.

SIEPMANN TERMS CRITICS ABUSIVE

THE RADIO industry would command more sympathy and respect if its objections to FCC Blue Book policy were couched "in terms less abusive and more substantive," writes Charles A. Siepmann in the August *American Mercury*.

Dr. Siepmann, author of *Radio's Second Chance* and chairman of the Dept. of Communications in Education at New York U., reiterates his charges that broadcasters have "yielded to the lure of easy money" in accepting too many commercial programs, and praises the FCC report.

The Blue Book, Dr. Siepmann writes, elicited generally favorable press reaction with the exceptions of the Hearst newspapers and *Collier's*. Various groups like the American Civil Liberties Union and the Hollywood Radio Writers Guild support it, Dr. Siepmann says. "Only the industry itself," he concludes, "appears unanimous in its objection."

Dr. Siepmann has no fear of Government control. "Our system of checks and balances can easily keep us from that path," he writes, adding that, "Without the FCC the public, ill-informed, inarticulate and as yet apathetic, would have no effective means of voicing its needs beyond the satisfaction of its most universal craving for mass entertainment."

ELECTROMATIC Manufacturing Corp., New York (Coluratone receivers and phono combinations), has appointed Reiss Adv., New York, as advertising agency.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

WMOB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
KWKH	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

Outstanding orator of the middle and late 19th century

IN 1880

Robert G. Ingersoll

SAID:

"In every republic it is absolutely necessary that there should be free speech. Free speech is the gem of the human soul. Words are the bodies of thought and liberty gives to those words wings . . ."

AS TRUE TODAY AS IT WAS THEN!

WJR

THE GOODWILL STATION INC. • DETROIT

MICHIGAN'S GREATEST ADVERTISING MEDIUM

COLUMBIA BROADCASTING SYSTEM BASIC STATION • FISHER BUILDING, DETROIT

How to put the show on a Magic Carpet

STUDIO AFTER STUDIO has watched its sales potential soar with the installation of the Altec Lansing Duplex Loudspeaker System. And the men who chose it were station managers and engineers . . . not fairy tale rug-riders. They heard and saw the evidence first: clean sharp highs and floor-sweeping basses reproduced with perfect clarity. Dynamic, wide range sound effects taken off a transcription with "presence". Every recorded show a mirror image of the "in person" performance. No other speaker can produce such results.

the heart of the duplex loudspeaker system

A two-way multicellular horn that reproduces the complete FM range, 50 to 15,000 cycles, without intermodulation effects or distortion. Send for technical bulletin on speaker and amplifier, or see your dealer.

ALTEC
LANSING CORPORATION
1161 N. VINE ST.,
HOLLYWOOD 38, CALIF.
250 W. 57th STREET, N. Y. 19, N. Y.

"KEEP ADVANCING WITH ALTEC LANSING"

Advertisers Give Radio Lion's Share

Following is the list classifying expenditures of 123 advertisers who spent more than one million dollars during 1945 according to a report by the Magazine Advertising Bureau. (See story page 34.)

Company	Netradio (Gross Billings)	Magazines	Newspapers	Total
Allis-Chalmers Mfg. Co.	$ 866,834	$ 362,190	$ 71,844	$1,300,868
Aluminum Co. of America	192,240	784,026	84,434	1,060,700
American Home Products	5,150,121	1,251,344	577,149	6,978,614
American Meat Institute	323,874	869,104	195,738	1,388,716
American Tel. and Tel. Co.	808,685	1,798,282	.....	2,606,968
American Tobacco	1,823,459	981,503	29,456	2,834,418
Armour & Co.	510,034	659,871	492,523	1,662,428
Armstrong Cork Co.	385,246	651,145	.....	1,036,391
Associated Distributors, Inc.	.....	784,700	434,521	1,219,221
Babbitt, B. T. Inc.	1,680,312	2,832	.....	1,683,244
Best Foods, Inc.	67,154	703,588	839,472	1,610,214
Borden Co.	988,505	1,518,903	1,352,802	3,860,210
Bourjois, Inc.	764,307	499,077	99,431	1,362,815
Bristol-Myers Co.	2,776,318	2,596,509	437,505	5,810,332
Brown & Williamson	2,369,736	353,432	678,065	3,401,233
California Fruit Growers	.....	734,422	619,926	1,354,348
California Packing Corp.	.....	911,006	179,229	1,090,235
Campana Sales Co.	575,106	459,218	132,308	1,166,632
Campbell Soup Co.	1,655,873	1,662,166	51,841	3,369,880
Can Mfgrs. Institute	.....	886,766	404,798	1,291,564
Canada Dry	.....	959,048	486,830	1,445,878
Carnation Co.	775,244	238,424	225,417	1,239,085
Carter Products	683,200	543,208	615,627	1,842,035
Celanese Corp. of America	789,886	410,154	112,558	1,312,598
Chesebrough Mfg. Co.	666,199	216,749	280,217	1,163,765
Chrysler Corp.	780,148	3,019,805	914,274	4,714,227
Coca-Cola	2,778,332	1,029,280	1,321,550	5,129,162
Colgate-Palmolive-Peet	4,324,767	1,735,119	2,927,749	8,987,635
Continental Baking Co. Inc.	698,532	.....	414,975	1,113,507
Continental Distilling Corp.	.....	1,167,172	1,369,872	2,537,044
Corn Products Refining Co.	153,084	1,474,685	132,175	1,759,944
Cudahy Packing Co.	921,726	301,216	436,184	1,659,126
Curtis Publishing	940,376	104,110	1,020,108	2,064,594
Doubleday Doran & Co.	.....	508,456	1,183,085	1,691,541
DuPont	691,134	1,055,657	194,437	1,941,228
Eastman Kodak Co.	12,492	1,520,003	.....	1,532,495
Electric Auto-Lite	759,918	481,256	6,392	1,247,566
Esquire, Inc.	1,176,187	.....	58,697	1,234,884
Eversharp, Inc.	1,615,653	250,496	237,478	2,103,627
Firestone Tire & Rubber	778,432	1,076,051	60,081	1,914,564
Fitch, F. W.	1,172,618	143,787	325,736	1,642,141
Ford Motor Co.	1,528,480	2,837,758	768,782	5,135,020
General Electric	3,641,597	3,948,345	906,026	8,495,968
General Foods	8,003,303	3,347,422	702,851	12,053,576
General Mills	6,415,278	1,192,277	2,032,307	9,639,862
General Motors	1,158,392	11,435,890	2,685,985	15,280,267
Gillette Safety Razor	864,315	110,819	389,324	1,364,458
Glenmore Distilleries	.....	858,375	495,136	1,353,511
Goodrich, B. F.	842,886	1,740,842	71,358	2,655,086
Goodyear Tire & Rubber	146,606	2,343,349	158,416	2,648,371
Grove Lab. Inc.	893,314	154,627	102,490	1,150,431
Gulf Oil Corp.	558,804	330,431	168,988	1,058,223
H. J. Heinz	98,388	1,011,169	946,303	2,055,860
Richard Hudnut	.....	725,822	322,611	1,048,433
International Cellucotton	.....	1,578,909	165,428	1,744,337
International Harvester	149,876	1,167,137	94,452	1,411,465
International Silver	552,027	618,549	.....	1,170,576
Jergens Co.	1,661,616	1,763,153	722,456	4,147,225
Johnson & Johnson	325,430	734,953	128,958	1,189,341
S. C. Johnson & Son. (Wax)	840,822	370,905	326,216	1,537,942
Kellogg Co.	2,614,911	212,590	1,045,363	3,872,864
Lady Esther	826,710	118,885	240,660	1,186,255
Lambert Pharmacal	304,542	1,768,540	845,108	2,918,190
Corliss Lamont	.....	1,714,579	1,372,767	3,087,346
Lehn & Fink	646,663	1,015,019	382,959	2,044,641
Lever Bros.	7,274,603	4,093,835	2,771,366	14,139,804
Lewis Howe	1,407,220	.....	109,652	1,516,872
Libby, McNeill & Libby	1,420,561	562,986	218,539	2,202,086
Liggett & Myers, Tobacco	3,450,168	1,586,336	142,483	5,178,987
Loews, Inc.	.....	934,674	221,318	1,155,992
P. Lorillard Co.	1,556,226	712,568	74,949	2,343,743
Manhattan Soap	2,078,640	60,525	233,120	2,372,285
Mars, Inc.	989,780	109,800	45,406	1,144,996
Miles Labs.	5,130,691	322,574	132,972	5,586,237
Philip Morris	2,199,575	1,951,262	210,745	4,361,582
Nash Kelvinator	542,293	1,026,779	115,118	1,684,190
National Biscuit	.....	1,129,702	462,428	1,592,130
National Dairy Products	1,631,703	1,183,020	893,503	3,708,226
National Distillers	.....	2,708,315	1,494,934	4,203,249
Pabst Sales	729,148	391,320	341,586	1,462,054
Park & Tilford	.....	549,108	773,557	1,322,665
Parker Pen Co.	506,194	802,941	571,889	1,881,024
Pennsylvania R. R.	.....	709,034	555,853	1,264,887
Pepsi-Cola	.....	384,556	621,182	1,005,738
Philco Corp.	1,144,236	657,810	91,465	1,893,511
Pillsbury Mills	331,660	343,370	345,683	1,020,713
Procter & Gamble	14,927,108	3,186,761	3,789,298	21,903,167
Prudential Insurance Co.	1,009,875	436,145	6,061	1,452,081
Quaker Oats	2,280,517	400,450	1,209,565	3,890,532
RCA	500,609	1,042,229	147,746	1,690,584
Ralston Purina	1,167,387	796,401	82,727	2,046,515
Readers Digest	959,728	1,039	244,532	1,205,299
Revlon Corp.	.....	794,882	390,612	1,185,494
Reynolds Tobacco	2,519,187	1,080,228	330,188	3,929,603
Schenley Distillers	1,053,351	3,430,013	1,229,301	5,712,665
Sales Builders	423,990	850,732	84,959	1,359,682
Seagram Distillers	318,813	3,615,008	2,418,180	6,352,001
R. B. Semler	1,713,954	664,655	229,062	2,607,671
Serutan Co.	984,970	.....	240,082	1,225,052
Seven-Up Co.	525,935	833,350	50,361	1,409,646
Shaeffer, W. A. Pen Co.	603,143	276,385	309,549	1,189,077
Shell Union Oil Co.	.....	854,206	344,684	1,198,890
Sherwin Williams	392,813	152,364	482,947	1,028,124
Sinclair Refining Co.	1,368,205	187,317	280,836	1,836,358
Socony Vacuum Co.	762,768	1,982,314	501,185	3,246,267
Squibb	907,239	588,457	255,727	1,751,423
Standard Brands	2,274,078	1,211,393	1,464,372	4,949,843
Standard Oil (N. J.)	8,318	321,750	771,124	1,101,192
Sterling Drug	8,252,208	1,177,743	1,928,244	11,358,195
Studebaker Corp.	.....	1,051,191	352,315	1,403,506
Sun Oil Co.	976,644	12,591	275,949	1,263,184
Swift & Co.	1,483,725	2,537,959	852,615	4,874,299
Texas Co.	1,077,999	1,349,781	138,108	2,565,889
Union Carbide & Carbon	.....	1,114,478	145,040	1,259,518
Union Pacific R. R.	224,972	436,338	672,792	1,334,102
U. S. Rubber	1,118,745	1,303,775	273,042	2,695,562
U. S. Steel	372,815	825,122	66,132	1,264,069
Vick Chemical	645,244	561,150	366,685	1,573,079
Hiram Walker	.....	1,776,936	1,872,012	3,648,948
Wander Co. (Ovaltine)	453,869	647,437	492,737	1,594,043
Westinghouse Electric Corp.	1,742,322	1,662,676	50,784	3,455,782
Wrigley, Wm. Jr. Co.	2,057,578	54,544	32,800	2,144,922
Zonite Products	701,078	466,593	168,471	1,336,142

That's Kansas City!

(Population Metropolitan Area, 750,000)

— The Most American City. Percentage of native born whites exceeds that of any other metropolitan center.

— Heart of the heartland; where river, rail, airway, highway, pipe line meet.

— Best in labor, industry, business, government, living.

— A QUALITY as well as a quantity market.

Radio·Responsive to

WDAF

The Kansas City Star Station

610 Kilocycles

BASIC NBC

More than 5 million persons live within WDAF's half-milivolt area—and they listen to WDAF because of programming dominance.

WDAF coverage of the Kansas City market surpasses that of any other Kansas City station.

Represented Nationally by EDWARD PETRY & CO., Inc.

GREENVILLE, S. C.
A SHORT HOP
to SHOP

for 123,000
PEOPLE

Over 123,000 people live within a shopping radius of 10 miles of Greenville—711,711 people live within an easy-driving distance of 50 miles. That's why Greenville's retail sales are higher than many cities of 100,000 population.

WFBC

GREENVILLE, S. C.

NBC 5,000 Watts

LEWIS H. AVERY, Inc.

Most Powerful Station In Western Carolinas

DOMINATES YOUR TOP MARKET!

GREENVILLE
IS A 100,000+
MARKET
1ST IN SOUTH CAROLINA

License Renewals For 76 Temporary

Further Extensions Are Granted 47 Others

SEVENTY-SIX stations were added to the temporary-license list last week, pending action on their applications for renewal, while the temporaries of 47 already on the list were given further extensions.

FCC spokesmen discounted programming as a major factor in the temporary extensions, declaring that incomplete data, applications in hearing, late filing, need for further study, and similar considerations were the principal causes.

At the same time it was learned that the Commission, in preparing future lists of stations on temporary licenses, plans to show in each case the reason why it was found necessary to issue temporary extensions before granting the renewal application or setting it for hearing.

Extensions for stations on last week's lists, all for the period ending Oct. 1, were authorized July 25 and announced last Monday.

Licenses for the following stations were further extended upon a temporary basis only, pending determination upon applications for renewal, for the period ending Oct. 1, 1946:

KABC San Antonio; KBIX Muskegee, Okla.; KCRS Midland, Tex.; KGDE Fergus Falls, Minn.; KGFJ Los Angeles; KGKB Tyler, Tex.; KHBC Hilo, T. H.; KHMO Hannibal, Mo.; KHUB Watsonville, Calif.; KONO San Antonio; KOTN Pine Bluff, Ark.; KSAM Huntsville, Tex.; KSAN San Francisco; KTHT Houston; KTOH Lihue, T. H.; KTOK Oklahoma City; KVNU Logan, Utah; KYOS Merced, Calif.; WABY Albany, N. Y.; WACO Waco, Tex.; WAGM Presque Isle, Me.; WBLJ Dalton, Ga.; WBLK Clarksburg, W. Va.; WCLO Janesville, Wis.; WDNC Durham, N. C.; WEOA Evansville, Ind.; WFTC Kinston, N. C.; WGAL Lancaster, Pa.; WGRM Greenwood, Miss.; WHTB Talladega, Ala.; WIBG Glenside, Pa.; WJBK Detroit and aux.; WJHO Opelika, Ala.; WJXN Jackson, Miss.; WKBO Harrisburg, Pa.; WMJM Cordele, Ga.; WMOB Mobile; WNOE New Orleans; KXO El Centro, Calif.; WOLS Florence, S. C.; WOV New York City and aux.; WPAR Parkersburg, W. Va.; WSPB Sarasota, Fla.; WSOO Sault Ste. Marie, Mich.; WTOL Toledo, Ohio; WWDC Washington, D. C. and syn. amplifier; WING Dayton.

Licenses for the following stations were extended upon a temporary basis only, pending determination upon applications for renewal, for the period ending Oct. 1, 1946:

KANS Wichita; KASA Elk City, Okla.; KAVE Carlsbad, N. M.; KBIZ Ottumwa, Iowa; KCOK Tulare, Calif.; KDLR Devils Lake, N. D.; KDON Monterey, Calif.; KFBC Cheyenne; KFJI Klamath Falls, Ore.; KFOR Lincoln; KFXM San Bernardino; KGBS Harlingen, Tex.; KGY Olympia, Wash.; KHBG Okmulgee, Okla.; KICA Clovis, N. M.; KICD Spencer, Iowa; KIUL Garden City, Kans.; KMAC San Antonio; KOCA Kilgore, Tex.; KODY North Platte, Neb.; KOVO Provo, Utah; KPFA Helena, Mont.; KPPC Pasadena, Calif.; KROY Sacramento; KVSO Ardmore, Okla.; KWAT Watertown, S. D.; KWIL Albany, Ore.; KWJB Globe, Ariz.; KWLC Decorah, Iowa; KWOS Jefferson City, Mo.; KWRC Pendleton, Ore.; KXOX Sweetwater, Tex.; KYUM Yuma, Ariz.; WATN Watertown, N. Y.; WATT Clam Lake Township, Mich.; WBAX Wilkes-Barre, Pa.; WBIR Knoxville, Tenn.; WBML Macon, Ga.; WCHV Charlottesville, Va.; WCOU Lewiston, Me.; WCOV Montgomery, Ala.; WCRW Chicago; WEBQ Harrisburg, Ill.; WEDC Chicago; WFOY St. Augustine; WGAC Augusta, Ga.; WGBB Freeport, N. Y.; WGCM Gulfport, Miss.; WGGA Gainesville, Ga.; WHAI Greenfield, Mass.; WHBU Anderson, Ind.; WHIZ Zanesville, Ohio; WIBU Poynette, Wis.; WINK Fort Myers, Fla.; WINN Louisville, Ky.; WJEJ Hagerstown, Md.; WJIM Lansing, Mich.; WJNC Jacksonville, N. C.; WJTN Jamestown, N. Y.; WJMC Rice Lake, Wis.; WKOK Sunbury, Pa.; WLAG LaGrange, Ga.; WLOK Lima, Ohio; WMFG Hibbing, Minn.; WMIS Natchez, Miss.; WOCB Hyannis, Mass.; WOMT Manitowoc, Wis.; WPAX Thomasville, Ga.; WRAL Raleigh; WSBC Chicago; WSLS Roanoke, Va.; WSNJ Bridgeton, N. J.; WSNY Schenectady; WSOC Charlotte; WSSV Petersburg, Va.; WTAX Springfield, Ill.

KFWB To Stage Hollywood Premiere At Unveiling of Moving News Sign

TO INSURE August 6 premiere of KFWB Hollywood Trans-Lux illuminated outdoor news ribbon, it was flown west by American Airlines. Looking the sign over after it arrived are: (l to r) William G. Rambeau, president of his own station representative firm which services KFWB; Theo Sanders, personal secretary to KFWB general manager; Jean Allen, Electrical Prods. Corp., Los Angeles; Michael Shore, head of his own advertising agency; George C. Greenlund, sales promotion manager of Electrical Prods. Corp.; Mrs. William G. Rambeau; Harry Maizlish, KFWB general manager; Gil Simon, station promotion manager. Ribbon will be at Hollywood and Vine on Taft Building.

PREMIERE such as might be accorded a top-budget film production is planned by KFWB Hollywood for debut of its new Trans-Lux Flashcast moving news sign on Aug. 6. Said to be first in the West and erected on Taft Bldg. at corner of Hollywood Blvd. & Vine St., sign will be put into operation with all the fanfare that goes with a Hollywood opening, according to Harry Maizlish, KFWB general manager.

More than 25,000 persons are expected to view the unveiling with sixty minutes of festivities broadcast over that station. Mammoth outdoor stage has been erected in front of building and directly opposite are bleachers to accommodate 1,500 spectators.

Bill Ray, station program director, and Chuck Lewin will handle production, with talent including Tommy Dorsey and orchestra; Hedda Hopper, with guest star; Tom Breneman; Roy Rogers and his horse "Trigger"; *Queen for a Day* program cast; Earl Carroll Restaurant-Theatre girls; Leo Carillo; Ken Murray, Marie Wilson, Slim Gaillard Trio and more than a score film stars. California Governor Earl Warren and Mayor Fletcher Bowron will participate in unveiling ceremony. Flashcast will give continuous news reports as well as promote KFWB programs.

BUS CARICATURES

NBC Performers Plugged In WSAV Promotion

OUTSIDE SPACE on every city bus in Savannah, Ga., is carrying advertising for the first time, and the message being put across is a hard-hitting promotion campaign for Savannah's WSAV and the NBC programs it carries.

Displays feature a statement, "Everybody Listens To—WSAV." The blanks are filled in with a caricature of an NBC star, followed by the program name and day and time of broadcast. Four to eight outstanding NBC programs will simultaneously share the spotlight.

CBS PLANS PUBLIC COLOR VIDEO SHOWS

DEMONSTRATIONS of its high-frequency color television for the general public are being planned by CBS, with showings scheduled "sometime in the fall," it was said last week.

CBS will place color video receivers in department stores, railroad stations, or other places where crowds may gather, it was reported. The sets will pick up programs broadcast from the CBS experimental station. It is hoped to coordinate the demonstrations with the introduction of CBS' live color television camera so that the broadcasts to be shown on the sets will be partly live as well as film.

The network has on order "less than a dozen" receivers from the General Electric Co. When these sets, all hand-made, will be delivered was not known last week.

ELECTRONIC Corp. of America, Brooklyn, has announced that its booklet "The Amazing Electron," is out of print and no longer available.

KIDDIES....
THIS IS UNCLE HAROLD ISBELL ON WGN. GET YOUR SUNDAY TRIBUNE AND WE'LL SEE WHAT DICK TRACY, MOON MULLINS AND ALL THE REST ARE DOING THIS MORNING...
CHICAGO SUNDAY TRIBUNE COMIC PAGES
FRED HIMMEL
FUNNY PAPER PARTY.....
WGN

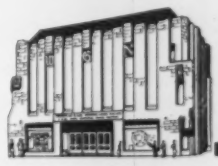
Comics . . . balloons . . . parties . . . peanut butter . . . these are some of the things that go far in making life more enjoyable for kids everywhere. It is natural that famous "funnies," cleverly presented over Chicago's best known station, make a real hit. Harold Isbell and Harry Creighton present WGN's *Funny Paper Party* each Sunday morning at 11:00.

The Nash-Underwood Company, makers of the famous Donald Duck peanut butter, follow this sure-fire formula for successful commercial radio: a good show at the right time on Chicago's outstanding station. They have sponsored the *Funny Paper Party* over WGN continuously since 1944.

A Clear Channel Station . . . . . Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

HOW CAN I BUY KFI AND GET STATION B AS A BONUS?

This is a true "Believe It or Not" about KFI and a station we will boldly refer to as Station B. One person's testimony might not prove the point conclusively, but we have the solemn word of a Los Angeles housewife that Station B programs are completely duplicated by KFI.

This all came about the other day when said housewife (name and address on request) called KFI to report that she tuned to Station B to hear a daily network program which deals with people getting married or something exciting like that. Instead of getting the desired program on Station B she got "This Woman's Secret"—the current offering on KFI. Confused to say the least, the little lady shut off her radio she says, but darned if "This Woman's Secret" didn't keep right on coming in. So then she pulled the plug on the radio . . . *with no effect.* As a last resort she threw the master switch in her home . . . only to have "This Woman's Secret" come at her without diminishing volume or interruptions.

In reporting what she termed a phenomenon to us, our friend requested that someone from KFI come to her home to see for himself that all statements were true and correct. Of course we realized she was telling the truth all along because after all we know, as do you time-buyers, that there is *really* only *one* station in America's third market and that is *K-F-I!*

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company Inc.

12 Cities Will See Tests in Facsimile

Radio and Newspaper Group Orders GE Units

FACSIMILE equipment for experimental programming in about 12 cities early next year has been ordered from General Electric Co.

John V. L. Hogan, president of Radio Inventions Inc., placed the order in behalf of Broadcasters Facsimile Analysis, a group of 22 broadcasters and newspapers.

Radio Inventions Inc., listed the following as having ordered varying amounts of equipment: WOR New York, WQXR New York, WGN Chicago, WNBH New Bedford, Mass., WDRC Hartford, Conn., KMBC Kansas City, CBS (WABC New York), KYW Philadelphia, WFIL Philadelphia, WOKO Albany, KXOK St. Louis, the *Baltimore News Post* (WBAL), the *Washington Post* (WINX), the *Boston Globe*, the *Detroit Free Press*, the *Akron Beacon Journal* and the *Miami Herald* (WQAM).

Broadcasters Facsimile Analysis was organized in 1944 to study the new medium and develop transmitters and receivers. This work was done by Radio Inventions, and GE asked to make the equipment.

Four 9½ by 12 inch pages of text or photos can be relayed by radio from any FM broadcasting station to the home or office recorders during a 15-minute broadcast with the equipment. Printed pages emerge from a slot in the top of the receiver. The page being printed can be watched through a window.

NBC STATION MEET AUG. 10, ESTES PARK

NBC Stations Planning and Advisory Committee meeting scheduled Aug. 10-11 at Estes Park, Col., following the NAB board meeting, will be attended by Niles Trammell, NBC president, and other top network and station officials.

They include: Harry C. Kopf, vice president in charge of sales; William S. Hedges, vice president in charge of Planning and Development Department; C. L. Menser, vice president in charge of sales; Easton C. Wolley, director of Stations Department; Sheldon B. Hickox Jr., manager of Stations Relation Department; Frank H. Russell, Washington office vice president; Sidney N. Strotz, Western Division vice president; Lloyd E. Yoder, Denver office general manager, and Jennings Pierce, Western Division Stations Relation Department manager.

Station members are: Clair R. McCollough, WCAL Lancaster, Pa., chairman; Campbell Arnoux, WTAR Norfolk, Va., secretary; Nathan Lord, WAVE Louisville; Harold Wheelahan, WSMB New Orleans; Walter Damm, WTMJ Milwaukee; William B. Way, KVOO Tulsa; Karl O. Wyler, KTSM El Paso, and William B. Ryan, KFI Los Angeles.

MANAGEMENT

WILLIAM J. KUTSCH, vice president in charge of sales for North Central Broadcasting System, Chicago, has resigned to assume managership of Midstate Broadcasting Co., holder of a construction permit for a new station at Peoria, Ill., to operate on 1020 kc with 1 kw daytime. CP was granted by FCC June 20.

FRANK C. McINTYRE, program executive of KUTA Salt Lake City, has been appointed general manager of KLIX Twin Falls, Idaho, effective immediately. Former general manager of KID Idaho Falls, Idaho, Mr. McIntyre first entered radio in 1934 at former W9XBY Kansas City, later serving with stations in Kansas and Texas and in 1942 becoming news chief of WKY Oklahoma City. He joined KUTA in 1943 as production manager. KLIX, new local station assigned 250 w on 1340 kc, is to begin operations Sept. 15 as ABC affiliate. Major owner of KLIX is **FRANK C. CARMAN**, president of KUTA. KLIX will use AP news service and NBC Thesaurus transcriptions.

Mr. McIntyre

RAY E. DADY, vice president and station director of KWK St. Louis, returned to his office last week after an absence of a month, during which he underwent minor surgery.

CLARENCE L. MENSER, NBC vice president in charge of programs, was to be principal speaker Friday at fifth annual banquet of NBC-Northwestern U Summer Radio Institute, held at the Merchants and Manufacturers Club, Chicago. **ARMAND HUNTER**, chairman of the university's radio department, was m.c. **I. E. SHOWERMAN**, general manager of NBC Central Division; **DR. JAMES H. McBURNEY**, dean of Northwestern school of speech, and **JUDITH WALLER**, NBC public service director and institute co-director, attended.

EDGAR KOBAK, MBS president, is making a two-week tour of key MBS cities. His tour will include Washington, Philadelphia, Denver and Madison, Wis. Before returning to New York he will attend a meeting of the NAB committee at Estes Park, Col.

JOHN F. ROYAL, NBC vice president in charge of television, flew to Paris for the opening session of the Peace Conference last Monday, of which films were taken under his supervision and flown back to NBC in New York for processing and telecasting. Mr. Royal plans an extensive European visit, during which he will explore video and film facilities throughout the Continent.

ROY HOFHEINZ, president of KTRH Houston, Tex., July 22 was honored on MBS "The Coke Club With Morton Downey" as a "Big, Little American" for his G.I. house project to aid Houston housing shortage.

MBS 12-Month Growth Is Reviewed by Kobak

EDGAR KOBAK, president of MBS, has sent a letter to advertisers stressing the "More for Your Money" theme and pointing out that "in the twelve-month period for July 1, 1945 to June 30, 1946, Mutual has acquired affiliates in 52 markets."

Included in the letter was a list of new markets added to Mutual from July 1, 1945-June 30, 1946; a list of stations affiliated with MBS up to July 17, 1946; a list of the stations that have signed affiliate contracts and are awaiting completion of construction facilities, and a list of the 52 MBS affiliates that have applications pending with the FCC for major improvements.

Beers Housing Trip

MARVIN BEERS, newly appointed radio chief of National Housing Agency, left last week for a trip throughout the Middle West to obtain future housing material for radio, and to contact local radio stations on their experience in working with the housing situation. He is former radio head of UNRRA, was radio director for Office of Civilian Defense, and was a writer for the NBC *National Farm and Home Hour*. Mr. Beers has also written for several CBS programs, including *School of the Air* and *Report to the Nation*. Early this year he went to Italy and the Balkans for UNRRA.

POTENT VIDEO

Gimbel Bros. Poll Shows 2% Sales Return

FIRST actual figures on the long-heralded selling potency of television show a 2% per week sales return. Gimbel Bros., Philadelphia Dept. Store, tabulated the number of buyers who mentioned seeing a product on the television programs of WPTZ Philadelphia, Philco-owned station.

Since there are known to be 752 television sets in the Philadelphia area, percentage of sales return could be figured with reasonable accuracy. Third and most effective in the series of six commercials was a demonstration of postwar kitchen gadgets. It brought 24 customers for a return of over 3%. Ernest B. Loveman, head of Philco television broadcasts, pointed out that an average of 2% return from six direct-mail pieces would be phenomenal. He expects 100,000 television sets in Philadelphia within two years.

The fourth program featured housewares for a vacation cottage and drew 11 purchasers of from one to three of articles shown. Second commercial on garden tools brought six customers who purchased several products.

Less specialized commercials drew the higher responses. The sixth, advertising Gimbels Sewing Centre course in dress making, brought a 2% return, while the first and fifth, which were about the store's hairdressing salon, brought 10 and 20 new customers respectively.

KALL

of Salt Lake City
Key Station
of

THE EXPANDED

INTERMOUNTAIN NETWORK

UTAH

KALL
Salt Lake City

KLO
Ogden

KOVO
Provo

KVNU
Logan

KOAL
Price

IDAHO

KFXD
Boise-Nampa

KVMV
Twin Falls

KID
Idaho Falls

*

Pocatello

WYOMING

KVRS
Rock Springs

KWYO
Sheridan

KDFN
Casper

KPOW
Powell

MONTANA

KRJF
Miles City

*Under construction.

Announcing

the appointment of

LEWIS H. AVERY, INC.

New York - Chicago
San Francisco - Los Angeles

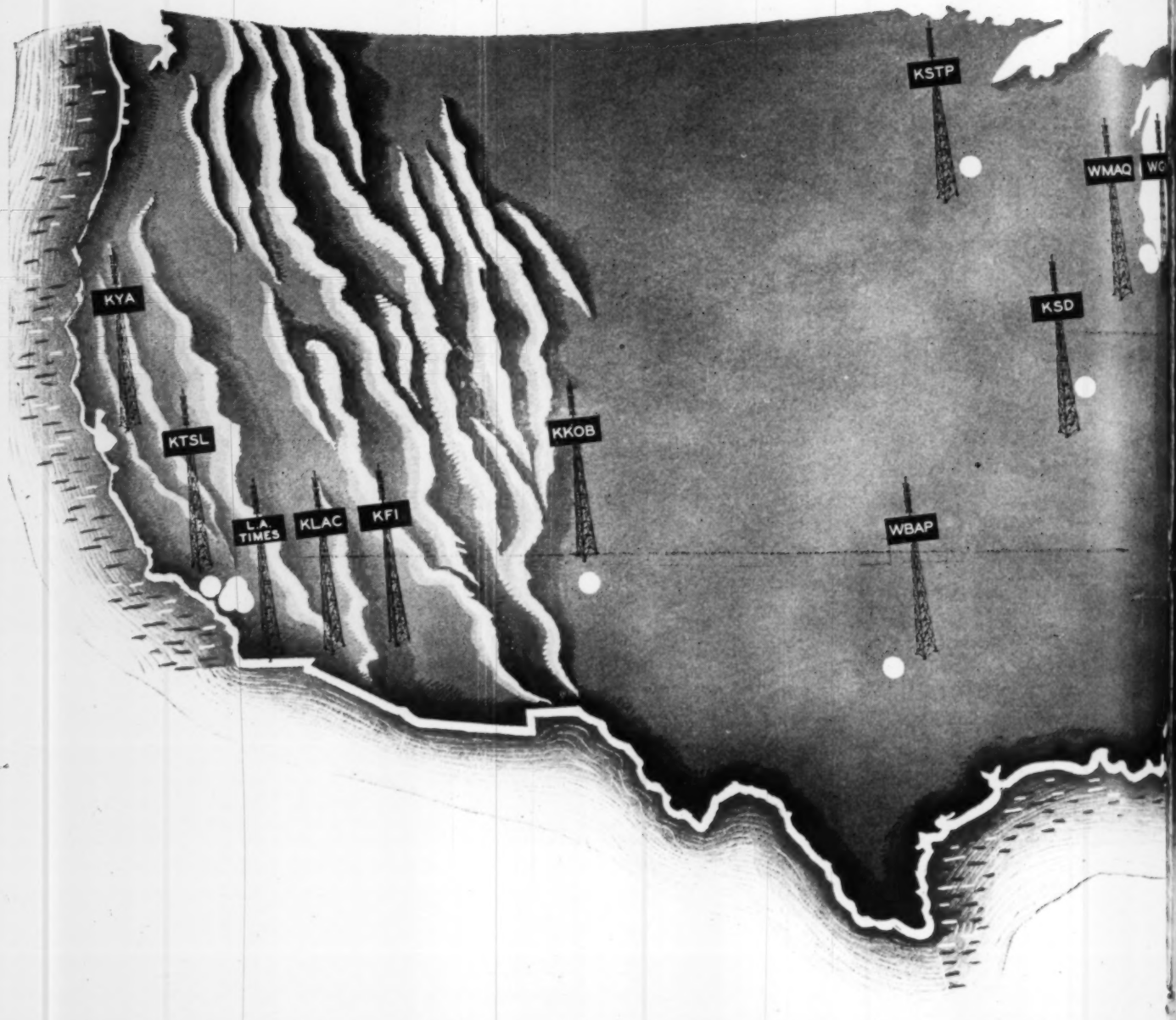
as national representative of the expanded

INTERMOUNTAIN NETWORK

blanketing Utah-Idaho-Wyoming and the Salt Lake-Ogden metropolitan market

INTENSIVE COVERAGE
of the
BASIC MARKET of a MILLION
***between* DENVER *and the* COAST**

20 TOP BROADCASTERS



Get your television station started now with this fully developed, in-production line of RCA equipment

Remote Pick-up Equipment | Relay Equipment | Film Equipment | Studio Equipment | Control-room Equipment | Transmitting Equipment | Antennas

S take the lead in television

The broadcasters listed below have placed firm orders for RCA Television Equipment and will provide television service to a combined audience of 34,000,000 people

WBAL—Hearst Radio, Inc., Baltimore, Md. Owned by Hearst newspapers and publications including "Baltimore News-Post," and others.

WBAP—Carter Publications Inc., Fort Worth, Texas. Publishers of "The Fort Worth Star-Telegram."

***WGN**—WGN, Inc., Chicago, Ill. Subsidiary of The Tribune Co., publishers of "Chicago Tribune."

***WLIB**—WLIB, Inc., Brooklyn, N.Y. Owned by Theodoro Corp., Dorothy S. Thackrey, Pres., publisher "New York Post."

WMAQ—National Broadcasting Co., Inc., Chicago, Ill.

WTVW—Evening Star Broadcasting Co., (WMAL), Washington, D. C., Subsidiary of "The Evening Star."

****WNBT**—National Broadcasting Co., Inc., New York, N. Y.

****WPTZ**—Philco Television Broadcasting Corporation, Philadelphia, Pa.

WNBW—National Broadcasting Co., Inc., (WRC), Washington, D. C.

WTAM—National Broadcasting Co., Inc., Cleveland, Ohio.

***WTTM**—Trent Broadcast Corp., Trenton, N. J.

WWJ—Evening News Association, Detroit, Mich., publishers of "The Detroit News."

***KFI**—Earl C. Anthony, Inc., Los Angeles, Calif.

***KLAC**—(Formerly KMTR). Los Angeles, Calif. Owned by Dorothy S. Thackrey, publisher of "New York Post."

KKOB—Albuquerque Broadcasting Co., (KOB), Albuquerque, New Mexico.

***KSD**—Pulitzer Publishing Co., St. Louis, Mo.,——"St. Louis Post-Dispatch."

KSTP—KSTP, Inc., Minneapolis/St. Paul, Minnesota.

****KTSL**—Don Lee Broadcasting System, Hollywood, Calif.

***L. A. TIMES**—"Los Angeles Times," published by the Times-Mirror Co., Los Angeles.

***KYA**—San Francisco. Owned by Dorothy S. Thackrey, publisher of "New York Post."

**Construction subject to FFC approval*
***Already broadcasting on a regular schedule*

THE companies listed above have indicated by firm orders that they are anxious to start telecasting immediately and have authorized us to say that they plan to start as soon as their equipment is ready and FCC approval is granted. It is interesting to note that ten of the stations are owned by publishers.

The coming months should see all of these stations bringing television programs to their respective areas. Almost every item necessary for a television station has now been fully developed by RCA. Most equipments are now in production. Deliveries have already begun on such items as monoscope cameras and synchronizing generators. Shipments on existing orders for portable field equipment, relays, antennas, 5-kw transmitters, and studio equipment will begin this fall.

It will pay you to investigate RCA television equipment immediately, so that you will also be ready to explore the tremendous potential promised by this new market. Write: Engineering Products Department, Sec. , Radio Corporation of America, Camden, N. J.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Editorial

New 'Auction' Rule

THERE'S a new rule on the FCC's books now. It governs sales and transfers of stations in certain particulars. It follows, along broad lines, the so-called Avco Plan, voluntarily followed in most transfer cases since the FCC first broached the procedure as a proposed rule last December.

The new rule (Section 1.388) requires the public advertisement both by the seller and the FCC of station sales transactions, with the FCC in the final analysis to select the acceptable bidder *if* the owner then wants to sell to him. The rule makes a number of exceptions, most important of which permits assignment or transfer by way of gift or "testamentary disposition" to lawful heirs. Moreover, provisions are made whereby the Avco procedure may be waived altogether upon proper showing.

Thus, the new rule is a watered down version of the original proposal, which would have made a virtual auction sale of *all* transfers, and which was of doubtful legality.

We still are disposed to question the propriety of the new rule, and we certainly question its effect upon station prices. To thwart higher outside bids, an owner anxious to sell at the best possible figure certainly will have a stronger argument in favor of a top original price. Yet the FCC has been fuming over high station prices.

But the rule as adopted isn't nearly as objectionable as that originally proposed. Briefs were filed and oral arguments presented before the FCC took final action. That these had the effect of bringing about sharp modification of a rule that would have been onerous and unworkable, justifies in some measure the workings of the legal administrative system.

Census Sense

THE U. S. Census Bureau, renowned above all statistical agencies in the world, speaks in two tongues.

Speaking as the U. S. Census Bureau it has just announced that 4,237,000 U. S. farms—more than three out of every four on which people live—have radio receivers (see story, this issue). And this figure doesn't include farms with more than one dwelling nor does it take into account dwellings in which there are more than one radio. Yet, only 2,835,000 farms have electricity and a mere 1,868,000 have telephones.

Speaking out of the other side of its mouth while acting merely as statistical messenger boy for the FCC and Department of Agriculture, the Bureau last spring evolved thousands of tables in which the farmer's loyalty to radio and vice versa was given a chastisement.

In the first case the Bureau framed the questions and did the statistical work. In the second it took a slanted formula from another wing of Uncle Sam's bureaucracy and the results inevitably were slanted.

It only goes to show that all's not sense that comes out of censuses.

Watch Canada

AMERICAN broadcasters should be as alarmed about the future of the broadcasting industry as are Canadian broadcasters. The Dominion is watching a Parliamentary Committee hold public hearings on broadcasting and awaits recommendations from that Committee, recommendations which may be a life or death warrant for broadcasting as a free enterprise.

In 1928 a Royal Commission, after public hearings in Canada and investigations in the United States and Europe, recommended nationalization of the broadcasting industry. In 1936 the Canadian government established a government organization, Canadian Broadcasting Corp., with one of the three Royal Commissioners as assistant general manager.

Armed with full powers to control all broadcasting in Canada, make all regulations, recommend all licensing, control all wire lines and networks, the CBC gradually has taken a firm hold on broadcasting in Canada. True, it is giving service to outlying areas which were not adequately covered previously and has aided in talent development, but all with funds derived from an annual license fee from listeners and independent privately-owned broadcasting stations. It has boosted commercial revenue for its stations far beyond that anticipated by the Royal Commission report.

Needing more money for ambitious plans to build more 50 kw stations, CBC is now invading the local spot business field formerly left entirely to private stations and giving special discounts for spots on all of the 10 CBC stations. CBC has recommended to the licensing authority that it order private stations off three of Canada's six clear channels, stations which were on the air long before the Royal Commission was appointed.

CBC has begun discussions to take over all American networks coming into Canada, thus withdrawing franchises from stations which have long held them. It plans to farm out to private stations such commercial and sustaining American network programs as its own stations will notbe able to use.

American network officials, in private conversations, have intimated they would not make such an agreement with the CBC, the result being that Canadian listeners will have to do without American network commercial programs unless they can tune in American stations. This is an audience loss for Canadian stations.

With more powerful stations being built by the CBC, private Canadian broadcasters now affiliated with CBC networks expect to lose that affiliation, with only CBC stations being on the networks in Canada. Already CBC has recommended that no privately-owned station should be allowed more than 5 kw power. Canadian broadcasters see themselves relegated to a nominal local community orbit, with no voice in national broadcasting, with more and more regulations hampering their activities.

Canada was used as a guinea pig during the war on labor, price ceilings, and other regulatory problems. United States wartime regulations in many fields followed the success of those measures in Canada.

The CBC march to government control of broadcasting offers another experiment for North Americans to watch.

Our Respects To—

KENYON BROWN

WHEN KOMA Oklahoma City increases its power to 50,000 w within the next two months, Kenyon Brown, general manager, will be reaching a milestone of his career.

Another was passed last Spring when on April 24 in New York, Mr. Brown received for KOMA the George Foster Peabody Award for outstanding community service by a local station.

A roll call of the gains made during his four-year tenure as KOMA manager reads impressively. Station volume has doubled—not unusual in days of flush radio—but also, local business, always a barometer of station worth, is now six times over its former level.

Only live radio-stage show of its kind ever to run three consecutive years in Oklahoma, *Bluff Creek Round-Up*, Mr. Brown's personal creation and production, still plays to packed houses every Saturday night at the Shrine Auditorium. Sports broadcasts and KOMA are practically synonymous in Oklahoma. For two years KOMA has broadcast the finals in the NCAA championship play-off direct from Madison Square Garden where the Oklahoma Aggies twice took the national crown.

It was for the *Save a Life Campaign*, designed to prevent auto accidents, that KOMA won the Peabody Award of 1945 for community service.

Mr. Brown was elected to the CBS advisory board of directors, composed of men from Columbia affiliates across the nation. He served as radio chairman for Oklahoma on the 5th and 6th war loan drives, and was chairman of the annual Infantile Paralysis campaign for the State for three years. In addition, he was instrumental in the creation of the Oklahoma City Playhouse, for which he was first president.

Mr. Brown has backed up his tremendous enthusiasm for his work by thorough training.

Born in Kansas City, Mo., July 19, 1913, he attended high school at Northeast in Kansas City and at Dania, Fla. After studying electrical engineering, he began instructing at the First National Radio & Television School in Kansas City. Not yet out of his teens, he went into radio almost before he knew there was any other business.

He still holds his first class telephone operator's ticket issued by the old Federal Radio Commission in 1933. This was obtained for his first fulltime job, as engineer and announcer at KXBY, Kansas City station now out of existence. In less than a year, he moved to KCKN as announcer.

While at KXBY he evidenced the first flare

(*Continued on page 52*)

A SHEEP RANCHER'S BEST FRIEND IS HIS *Radio!*

So Dave Locklin wrote us recently. Mr. Locklin ought to know . . . he owns a sheep ranch at Sonora, Texas, in the heart of the great sheep and goat country.

He starts his letter by saying, *"I got to thinking the other day what I'd do without my radio and WOAI. So, I decided to write and tell you about it."*

We're very glad he did, as it causes us to realize more strongly than ever what a vital part WOAI plays in the great livestock and agricultural industries of Southwest Texas.

Mr. Locklin goes on to say . . . *"What the weather is going to do—or news of what's happening in the world that may affect the livestock market—mean a lot more to a sheep man than most people realize. It may mean deciding to shear or sell earlier than he had planned . . . or perhaps to arrange for a longer feeding period."*

"One thing I'm mighty sure of," Mr. Locklin continues, *"is that any sheep man's profit side of the ledger looks a lot better when he listens to and uses the information he gets over WOAI."*

There are about 25,000 families engaged in sheep and goat raising in Southwest Texas, producing 86% of the nation's mohair and nearly 25% of its total volume of wool. They have the same business problems that Dave Locklin has . . . and most of them listen to the same radio station—WOAI.

And That's Not All

. . . the dairymen, farmers, cattlemen, oilmen and others, who live and work in the vast expanse of Southwest Texas, turn their dials to WOAI. It is the *only* 50,000 watt, clear channel station serving them. For the pleasure of good entertainment when they relax . . . and for the important information they need in conducting their businesses . . . they depend on WOAI.

WE WON'T LET THEM DOWN!

WOAI
San Antonio

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

50,000 WATTS *Clear* CHANNEL

Respects

(*Continued from page 50*)

for showmanship which later became so evident. He heard Count Basie playing in a night club and introduced him to KXBY listeners, one of whom was Benny Goodman. The Negro band leader's career was launched.

The Cowles stations in Des Moines beckoned and he headed North to KSO-KRNT Des Moines as announcer. He later transferred to head special events for the Iowa Broadcasting Co. (Cowles) stations.

He also became known as a sportscaster, and in that capacity headed for KVOO Tulsa where he began dipping his fingers into the management part of radio, spurred on by the responsibility of a home and new wife. Around this time he had married a high school sweetheart, Ruth Wood.

With usual enthusiasm he piled up such successes in local, regional and national selling at KVOO that the late T. J. Griffin, owner of KOMA, snared him to manage that station's operations.

Mr. Brown has pushed for youth on the staff. The average age at the station is the early thirties. With most staff members feeling about equal, especially as to age, a deep unity of purpose, effort and comradery is evident.

The family now grown to three —Suzanne, 6; Bruce, 4; and Carolyn, 2—the Browns have moved to a handsome white house in Crown Heights.

The well-built six-footer belongs to the Oklahoma Golf and Country Club, Variety, Oklahoma and Beacon Clubs. His favorite outdoor and indoor sport is plugging the Southwest and its opportunities, which he feels are as boundless as the great wide-open spaces of that part of the country.

CAN'T MISS HEARING WDAY!

From early morning till late at night, WDAY is preferred by more people than all the rest of the stations heard in its coverage area, *combined!* The most recent survey showed that:

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA

STATION B GETS 9.5% OF THE AUDIENCE

STATION C GETS 7.2%

WDAY FARGO, NORTH DAKOTA N.B.C.
FREE & PETERS, Inc. National Representatives

Effect of Reconversion Is Seen in RCA Income

CONSOLIDATED statement of income of RCA and subsidiaries for second quarter of 1946 and first six months of the year has been released. Gross income from all sources amounted to $101,310,085 in first half of 1946, compared with $163,300,681 in 1945, a decrease of $61,990,596.

Net income, after all charges and taxes, was $5,666,299 for first six months, compared with $5,677,191 in 1945, a decrease of $10,892. Net income for first six months of this year reflects a charge for reconversion expenses to postwar reserve of $2,651,000 and a related tax reduction of $1,625,000.

Gross income for second quarter of 1946 was $52,337,161 after all deductions had been subtracted. Second quarter net income was $2,506,075, compared to $2,689,705 for second quarter in 1945.

PRESIDENT TRUMAN ENDORSES UN WEEK

OBSERVANCE of United Nations Week to be held Sept. 22-28 under joint sponsorship of NBC, the American Assn. for the United Nations, and the National Education Assn., has been endorsed by President Harry S. Truman.

In a letter to Clark M. Eichelberger, head of the American Assn. for UN, the President said: "It is fitting that the American people should in this way mark the opening of the first session of the United Nations Assembly in this country. The plans for a United Nations Week promise an important contribution to public education about the United Nations. Only through an increased understanding of the United Nations and a resulting support of its purposes and principles can we establish the solid foundation of peace upon which we must all place our hope for the preservation of our civilization."

Participation of schools, business, religious and civic groups, in coordination with NBC and its affiliated stations, and with the national headquarters and local branches of the AAUN and NEA, is expected to be nationwide.

STANBACK APPOINTS NEW CAROLINA FIRM

STANBACK Co. of Salisbury, N. C., has appointed the newly-organized Piedmont Advertising Agency, Salisbury, to handle all national advertising of Stanback Headache Powders, Dr. T. M. Stanback, head of the firm, announced Thursday.

John J. Larmer, president and treasurer of the agency, will be account executive. Transcribed spot radio dramatizing the slogan "Snap Back With Stanback" will continue to be the major medium for developing consumer acceptance. The company now spends more than $500,000 a year on spot radio.

New plans include Stanback's sales research program under which tests of retail dispensing and merchandising methods will be made in various cities. Proved and perfected ideas will be assembled in a complete headache reliever sales plan for druggists. Stanback expects to prove by these tests that the headache reliever market, now fourth largest in sales of all health goods, has considerably greater potential.

KTFS Sets October 15 Deadline for Opening

KTFS Texarkana, Tex., will be on the air by Oct. 15, according to plans of its owners, David M. Segal, now manager of WROX Clarksdale, Miss., and Henry N. Fones, chief engineer of WDSG Dyersburg, Tenn.

Mr. Segal, who is 23, has been manager of WROX since 1944. The new station has a Collins transmitter and Wincharger tower on order.

Barron Buys Plane; Adds Three to Organization

JOHN H. BARRON, head of the consulting radio engineering organization in Washington, last week announced three additions to his staff: Ralph E. Patterson, formerly with RCA, Lieut, Commdr. J. Gordon Keyworth, USNR, recently released from active duty in the electronics division, Bureau of Ships, Navy Department, for eight years chief engineer of WELI New Haven, and Carl T. Jones, former ensign and pilot.

Mr. Barron also announced purchase of a Cessna Model 140 land plane for use in his engineering practice. The first official trip was made recently to Troy, N. Y., in connection with selection of an FM transmitter site. Mr. Barron, who recently procured a pilot's license, originally planned to purchase a Seabee Amphibian for radio location work and plans to get one later, when deliveries are being made. Because of Mr. Jones's Navy flying experience, his services will be used in the field work and in flying on business trips.

Peoria's town crier

It's "Five o'clock and all is well" in Peoria
Monday through Saturday
when the CILCO Town Crier goes
on the air. Announcing more
than 6,000 "non-profit" civic and social
events annually over
WMBD, the Town Crier performs real
community service. This commercial public
interest program offers free
announcements to over 500 churches,
schools, and organizations every year . . . has
been sponsored
for more than ten years by the Central
Illinois Light Company.

5000 WATTS CBS AFFILIATE

WMBD

PEORIA, ILLINOIS

Edgar L. Bill
President

Charles C. Caley
Executive Vice President

FREE & PETERS, Inc. . . National Representatives

RENEWALS

are just another way of saying...

RINGS THE BELL!

When an advertiser uses a station for the first time . . . he's just *hoping* for profits. But when an advertiser *renews* his use of the station again and again—that means it *rang the cash register bell!* Over 40 regional and local advertisers *(not* including network advertisers) have renewed use of KXOK from 2 to 7 consecutive years. No wonder more and more leading advertisers are putting their OK on KXOK.

• 630 KILOCYCLES
• 5,000 WATTS
• FULL TIME

Owned and Operated by The St. Louis Star-Times.

For complete details, call a JOHN BLAIR representative

Detective Thriller Wins Top Hooper

Jergens Summer Edition Take Second Place

MR. DISTRICT ATTORNEY was first and *Jergens Summer Edition* was second among the "first 15" evening programs in the July 30 "Program Hooper-Ratings."

Average evening sets-in-use reported was 17.8, down 0.6 from last report, down 1.3 from a year ago. The average evening rating was 5.2, down 0.3 from last report, down 0.6 from last year.

Average available audience was 71.7, up 2.1 from last report and up 0.3 from the same period last year.

The current total sponsored hour index was 53½, as compared with 58¼ last report, 66 a year ago.

A tabulation on the "first 15" evening programs follows: *Mr. District Attorney*, 12.1; *Jergens Summer Edition*, 9.1; *Crime Doctor*, 9.0; *Dr. I. Q.*, 9.0; *Mr. and Mrs. North*, 8.8; *Man Called X*, 8.8; *Kay Kyser*, 8.7; *Your Hit Parade*, 8.7; *Drew Pearson*, 8.1; *Take It Or Leave It*, 8.1; *Mystery Theatre*, 7.9; *Encore Theatre*, 7.9; *Bob Hawk Show*, 7.9; *Dr. Christian*, 7.7; *Suspense*, 7.7.

Portia Faces Life led the list of "top ten" weekday programs in the July 30 "Program Hooperatings" report, with the full list as follows: *Portia Faces Life*, 7.1; *Breakfast in Hollywood* (Kellogg), 6.8; *When a Girl Marries*, 6.2; *Stella Dallas*, 6.1; *Young Widder Brown*, 5.8; *Lorenzo Jones*, 5.7; *Pepper Young's Family*, 5.3; *Ma Perkins* (NBC), 5.1; *Romance of Helen Trent*, 5.0; *Breakfast in Hollywood* (P & G), 5.0.

Zenith Reports Demand For Receivers Mounting

TO TEST public demand for radios Zenith Corp. ran a special sale in Streator, Ill. (population 15,000). Dealers were allowed to make immediate delivery on all models, but could not advertise, publicize or make out-of-town sales. In 4½ days they sold $46,000 of Zeniths, an average of about $3 per person. Sales on the last day were largest and the highest-priced model with two-band FM was the best seller.

Results prompted Commdr. E. F. McDonald Jr., Zenith president, to tell stockholders that, "Public demand for our radios is greater than at any time in the company's history." He said Zenith will show a profit for the quarter ending July 31 and expects to be in the black for the rest of the fiscal year. The company had a loss for the fiscal year ending April 30 because there were only 3½ months of war production and parts shortages held back civilian work, Commander McDonald said. Seven directors were re-elected.

AGENCIES

EDWARD M. LYNCH, previously with KDYL and KNAK Salt Lake City, has joined Cooper & Crowe, Salt Lake, as radio account executive. **BARBARA A. MAYER** formerly with the American Red Cross in the South Pacific, has joined agency as copy writer.

LESLIE V. SPENCER, McCann-Erickson account executive, has resigned to become a vice president and account executive of Bermingham, Castleman & Pierce, New York.

ABNER J. GELULA & Assoc., Philadelphia, Aug. 1 relinquished following accounts: Canine Food and Products Co., Machine and Tool Designing Co. and Keystone Wagon Works, all Philadelphia.

PACIFIC COAST Adv., San Francisco, has established a foreign advertising division under direction of **FRANK P. NEWTON**. Complete foreign media and market research section has been set up within the new division for evaluation of all types of media.

EUGENE BALLANTYNE, who before 3½ years of service in the Navy was with McCann-Erickson, Lennen & Mitchell and CBS, has joined Associated Adv., Los Angeles, as radio director.

PEDLAR & RYAN Hollywood offices have been opened in Guaranty Bldg., 6331 Hollywood Blvd., with **KARL SCHULLINGER** as manager. Telephone: Gladstone 1630.

RAYMOND R. MORGAN, president of his own Los Angeles agency, is in New York and Chicago for two weeks.

SULLIVAN, STAUFFER, COLWELL & BAYLES, newly formed national agency, has established Hollywood offices at 1607 Vista Del Mar Ave. **JOE THOMPSON**, former NBC New York and Hollywood director, has joined agency's West Coast production staff.

A. R. FINLEY, former account executive of Fuller & Smith & Ross, Cleveland, has joined Foote, Cone & Belding, Los Angeles, as account executive.

WALTER CARLE Adv., Hollywood, has moved to new offices at 5617 Hollywood Blvd. Telephone is Hillside 7822.

REG. M. DAGG, prior to the war with CJOR and CKWX Vancouver, B. C., has been appointed manager of a new branch office of Canadian Adv., Montreal, being opened at Vancouver. Mr. Dagg during the war was with the Inspection Board of the United Kingdom in Canada, and recently was an account executive with Stewart-Lovick, Vancouver. Canadian Adv., Vancouver, will have offices in the Province Bldg.

RUTH M. STERN, formerly with Vanguard Adv., New York, has joined Edward Hamburger Co., New York, as assistant media manager.

GLASSER-GAILEY Co., Los Angeles, has been incorporated after 17 years operation with following officers: **GRACE GLASSER**, founder and president; **P. E. GAILEY**, executive vice president; **H. W. GAMBRILL**, secretary-treasurer.

WALTER CRAIG, vice president in charge of radio of Benton & Bowles, New York, has been in Hollywood for two weeks coordinating fall program plans.

STEWART SIEBERT, head of J. Walter Thompson Co. Chicago press department, has been in Hollywood and San Francisco to work out regional details of national public relations campaign.

R. A. HUNTER, former account executive at Grant Adv., New York, has joined Own & Chapell, New York, in same capacity.

NEIL REAGAN, producer, has taken on additional duties of radio director for McCann-Erickson Hollywood office. He succeeds **CLARE OLMSTEAD**, resigned.

PAUL WINANS Co., Los Angeles, has moved to 426 S. Spring St. Telephone is Michigan 3884.

JOSEPH JOYCE, former account executive, Hill Adv., New York, Aug. 5 joins Donahue & Coe, New York, in same capacity.

MARSHALL FARNUM, released from AAF, is again in charge of production for R. Emmett Atkinson Adv., Pasadena, Calif.

FRANK WOODRUFF, one time producer of J. Walter Thompson Co. on CBS "Lux Radio Theatre" and prior to Army service a film director, has joined newly organized Hollywood production staff of Pedlar & Ryan. He will produce new CBS dramatic series starting about Oct. 1 for Procter & Gamble Co. (Camay soap). **HEDDA HOPPER** will be m.c.

BETH HAWKINS, former advertising manager of Mid-Co Tool and Supply Co., Oklahoma City, has joined Jere Bayard & Assoc., Los Angeles, as account executive in charge of all industrial accounts.

ABBOTT KIMBALL Co., Chicago, announces resignation of account of Helene Curtis Industries, division of National Industries Inc., Chicago.

NATHALIE D. FRANK, research librarian of Geyer, Cornell & Newell, New York, has been named chairman of the New York chapter advertising group of the Special Libraries Assn. Group is composed of 150 members including librarians and research specialists who represent advertisers, agencies, broadcasting stations and publications.

WILLIAM F. RILEY, during the war safety engineer with U. S. Rubber Co., has returned to The Blakemore Co., Des Moines, as account executive.

STANLEY CARR, former account executive at Friend-Sloane Adv., New York, has formed an advertising agency under his own name at 131 W. 76th St., New York.

ANPA HELPS RADIO IN BOND PROMOTION

THE NATION'S newspapers joined radio stations last week as the American Newspaper Publishers Assn. and its member papers allied themselves with the U. S. Savings Bond Radio Section and the 876 stations regularly carrying the transcribed *Treasury Salute* to promote a current episode, *Report on Youth.*

The cooperation was the result of a letter sent to all ANPA member newspapers by Cranston Williams, general manager of the ANPA, urging publishers to tie in with local stations in promoting this transcription. The letter also included a questionnaire, asking newspapers to report the extent of publicity given the program and requesting that samples of printed promotional material be sent to the ANPA.

Report on Youth, which features Robert Waldrop, author and commentator, salutes the American newsboys and is pitched at increasing participation in the newsboys' U. S. Savings Stamps Thrift Clubs.

Booklet Wins Award

THE "You and I and RCA Victor" publication, prepared and distributed to its employes by the RCA Victor division of RCA, has been presented with a certificate of award in the first international industrial publications contest sponsored by the International Council of Industrial Editors. Publication is an informative booklet which is distributed with pay checks each month and discusses a topic of mutual interest. It is edited by Harold Desfor, RCA publicity director, and Ruth V. Clark of the publicity division, under the supervision of J. K. West, director of public relations.

YOU MAY BE ABLE TO WIN SEVEN U. S. TENNIS CHAMPIONSHIPS*—

BUT—YOU CAN'T SLAM AN "OUTSIDE" BROADCAST INTO WESTERN MICHIGAN!

Even the best tennis player will occasionally let a shot slip by him, but the wall of fading that cuts off Western Michigan from outside broadcasts is even better! Rare indeed is the *radio* "shot" that gets by that wall. That's why, to be heard with any degree of consistency in Western Michigan, you have to use broadcasts originating *inside* the area itself.

WKZO in Kalamazoo and WJEF in Grand Rapids give you *complete coverage*—and at a single combination rate you'll recognize as low. We'd be happy to send you all the dope—or just ask Lewis H. Avery, Inc.

Bill Tilden did it for seven years!

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

Western Expansion

(*Continued from page 20*)

by the complete State of Iowa, Texas and Illinois.

The climate, which is largely responsible for this richness of soil productivity, is a big factor in the $200,000,000 tourist industry.

Half of the state's fish pack is landed and processed at Los Angeles harbor (second largest in the nation), where fisheries in pre-war days employed 11,959 people.

Factories Active

In the manufacturing category, however, Los Angeles is fast assuming greatness. The war speeded up a trend started by natural advantages—a rapidly increasing consuming market, and the water and power of the Colorado River.

In Los Angeles are 7,500 factories; 2,415 are new and 4,126 have expanded since 1929, creating 238,231 new jobs. In that same period $717,985,336 in capital has been invested, $450,000,000 in the five-year period ending with 1945, and $83,647,000 in 1945 alone. Last year saw the creation of 226 new factories employing 12,709. And March of 1946 was bigger than any full year from 1931 to 1939, with industrial capital investments of $29,721,000.

In the 14 Southern California counties 1945 manufacturing employment was 79 % above 1939 (the national increase was 21%). December figures showed a gain of 80% over pre-war days. Major eastern manufacturers who bought factory sites here during the conflict are beginning to get under way and 68.1% of the 4,683 California corporations franchised last year are located in the Southland.

More than half of California's factory hands work in Los Angeles —152,800 in 1940, 454,200 at the 1943 peak, 309,400 in 1945. Unemployment claims, which climbed to a peak of 217,500 in February 1946, droppcd to 204,900 by April. Their pay did not slump with V-J Day, however; average weekly earnings were $28.55 in 1940, $50.25 in 1943, $53.25 in 1945 (California Division of Labor Statistics).

Industrial Peace

The WPB in its *Report on Geographic Distribution of Facilities Expansion* put the Los Angeles three-county manufacturing area as fifth in wartime growth nationally, outranked only by Chicago, Detroit, New York, and Delaware Valley. Its plant authorizations from July, 1940, to May, 1944, total $751,033,000 its war contracts $11,000,000,000. A report by the Merchants & Manufacturers Assn. shows that although Los Angeles was the nation's second greatest war production center, it enjoyed more industrial peace than any other center.

Los Angeles is, of course, No. 1 nationally in motion picture production, and its movies support a host of subsidiary industries.

Iron Man

AFTER 5000 continuous days of broadcasting (that's 13 years, 255 days, not counting Leap Years), Jack Martin, announcer at WKBH La-Crosse, Wis., went off the air for an eight-day vacation July 24. Mr. Martin claims the world's record and the title "Iron Man of Radio." No one challenged him when he reached 3000 broadcasts, and it seems unlikely now. As an actor Mr. Martin once played Abraham Lincoln for 464 uninterrupted performances of *The Great Commoner*. Before that he trained as an iron man by playing end and teammate of Jim Thorpe on the Canton, Ohio, Bulldogs, early professional football team.

The city is No. 1 in aircraft production; No. 1 per capita user of air mail; No. 1 in sportswear manufacture; No. 1 in oil tools and oil well equipment (there are 15,000 wells in Southern California alone).

Los Angeles is No. 2 nationally (to Detroit) in automotive assembly. Ford has a huge plant in Long Beach and another building at Maywood. Kaiser-Frazer has taken over two of the mammoth Douglas Aircraft buildings at Santa Monica. Steel production, tripled during the war, is a big factor in the present and the future of the California auto industry. Bethlehem is spending $8,000,000 in expansion at Vernon. A new car, the Darrin, is scheduled for Los Angeles production. Allied to the industry are the big Bekins and Lyons Van & Storage Companies, both heavy regional advertisers.

Second in Rubber

In rubber products, too, Los Angeles occupies second place, topped only by Akron. Firestone has a tremendous plant at Southgate. Synthetic rubber is produced in several plants.

No. 3 nationally is the Los Angeles place in food processing, with beverages, fruits, vegetables, fish and fowl the leaders. In addition to a multitude of local and regional plants like Ben Hur and Breakfast Club Coffee, there are big present installations and future expansions planned by General Mills and Ralston-Purina.

In petroleum refining the area is in third place in the country. Richfield, Signal, Union, General, Seaside, Sunset, Polly, and PDQ are among the regional brands and shipments to the East by sea are again in full swing.

While ranking first in sportswear, Los Angeles takes a back seat only to New York in total apparel manufacture. In this business are 1,500 firms with 45,000 employes and a 1945 volume of almost a half-billion dollars—several times the pre-war production of $70,000,000 (1939). These apparel companies have an annual advertising budget of 3½ million dollars, exclusive of the amount spent by retail stores. About 30 are national advertisers.

Home Furnishings

In furniture manufacturing, too, Los Angeles is in fourth place nationally. In addition to such standard items as the Packard-Bell, Gilfillan and Hoffman radios and Sealy mattresses, the area produces outdoor furniture items.

One of the bright new industries is drug manufacturing, estimated by *West Coast Druggist* (March, 1946) as 250% ahead of 1939. United Rexall is spending $5,000,000 in Southern California in 1946 and 1947.

The list of manufacturing newcomers is impressive. Just to sample it: Ball Brothers is building a $3,000,000 Mason jar plant in El Monte. Sylvania Electric is to build radios in Riverside. Jergens-Woodbury is supplementing its Burbank establishment with one in Van Nuys. Eastman Kodak, Hazel-Atlas Glass, Universal Sanitary Mfg., Universal Match, American Home Products, Joseph T. Ryerson & Son, Upjohn Co. are all moving in.

The presence of the world's greatest eye-and-ear talent makes Southern California a gold mine for radio and television. In printing and publishing, *Time* and *Life* print 400,000 copies for western circulation in Los Angeles, saving both time and transportation costs. When Pacific Press completes its new plant in Vernon, the number will be increased. The new presses are being made in the West. The coated paper is being made in the West for the first time, by Blake, Moffett & Towne in Oregon.

Network Center

The rise of Los Angeles as a network production center is known to all. Taking NBC as the example because we are most familiar with its workings, Hollywood originates 26 weekly transcontinental evening commercials (March, 1946) against 18 for New York It still lags in daytime originations, but will grow

(*Continued on page 60*)

HOUSES ARE SPRINGING UP everywhere on West Coast. Typical of housing projects is this one in Los Angeles.

The following announcement is "LIVE"

SEATTLE **KVI** TACOMA

IS NOW THE PUGET SOUND *Mutual* STATION

As of August first, **KVI,** with 5,000 watts on 570 kilocycles, joins the Mutual-Don Lee Network. As Seattle-Tacoma, Puget Sound outlet, **KVI** will carry to the million-and-more listeners in its strong primary area all their favorite Mutual-Don Lee features, plus many popular, long-established local shows.

NOW, with one-station economy, you may buy solid coverage of this concentrated, high-income Puget Sound market area.

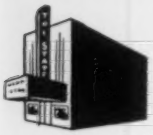
PUGET SOUND BROADCASTING CO. INC.

SEATTLE . . . TACOMA

Represented nationally by:

GEORGE P. HOLLINGBERY CO.
New York-Chicago-Atlanta

JOHN BLAIR CO.
Los Angeles-San Francisco



The Eight
TRI-STATES THEATRES
buy WOC for the
QUAD Cities
(DAVENPORT, ROCK ISLAND
MOLINE, E. MOLINE)

Since 1943, Hooper surveys have shown that only WOC delivers the Quad - Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.

ACCORDING TO HOOPER THE
40TH MARKET
IS DELIVERED ONLY BY
WOC
DAVENPORT, IOWA
B. J. PALMER, President
BURYL LOTTRIDGE, Manager
BASIC AMERICAN NETWORK
5000 WATTS—1420 Kc.
FREE & PETERS, INC., National Representatives

FAKE ARREST by Nebraska State Penitentiary Warden Neil Olson and Lincoln Police Chief Joe Carroll was staged as build-up to making KFAB Lincoln General Manager Harry Burke the newest admiral in Nebraska's famous Dry-Land Navy. In Governor Griswold's office and participating in "commissioning" are (l to r): W. P. (Bill) Dietz, Earl Williams and Harold Roll of KFAB; Joe W. Seacrest and Walter White of station's board; Warden Olson; Police Chief Carroll; Fred Sidles, also KFAB director. At mike: Governor Griswold (l); Manager Burke.

Music, Spot, Regulatory Discussions Top Agenda of Western Canada Group

WESTERN CANADIAN broadcasting problems dominate the agenda of the 12th annual meeting of Western Assn. of Broadcasters opening today (Aug. 5) at Harrison Hot Springs, B. C. More than 100 broadcasters and agency executives are to attend the two-day meet, which will discuss network program problems in roundtable sessions with officials of Canadian Broadcasting Corp.

Music union problems are on the agenda, along with content of transcribed spot announcements, developments in the Bureau of Broadcast Measurement, the brief presented by the Canadian Assn. of Broadcasters before the Parliamentary Radio Committee [BROADCASTING, July 15]. Formation of a small market group within the CAB is expected to receive official approval of the WAB and elections of officers by mail ballot for a Small Markets Committee within the CAB is expected to follow the WAB meeting. Problems of FM engineering are up for discussion by Harry Dawson, CAB engineer.

With tourist advertising expected to be an important factor for broadcasting stations, D. Leo Dolan, chief of the Canadian Travel Bureau, Ottawa, is guest speaker at the annual dinner of the WAB.

Advance registrations were:

D. M. Armstrong, CKNW, New Westminster; Sil Aston, Howard H. Wilson Co., Chicago; D. K. Atkinson, Northern Electric, Montreal; D. Atkinson, CFRN Edmonton; E. C. Aylen, CJAT, Trail, B. C.; Wm. Backhouse, CKY, Winnipeg; J. E. Baldwin, All-Canada Radio Facilities, Vancouver; Michael Barkway, BBC, Toronto; J. O. Blick, CJOB, Winnipeg; H. J. Boyle, CBC, Toronto; J. W. Browne, CKOV, Kelowna.

A. M. Cairns, CFAC, Calgary; K. P. Caple, CBC, Vancouver; H. R. Carson, All-Canada Radio Facilities, Calgary; G. C. Carter, CFCN, Calgary; G. C. Chandler, CJOR, Vancouver; M. V. Chestnut, CJVI, Victoria; Ian Clark, CFCJ Kamloops; H. A. Crittenden, CKCK, Regina.

H. Dawson, CAB, Toronto; R. R. Desaulniers, Canadian Marconi Co., Montreal; D. Leo Dolan, Canadian Travel Bureau, Ottawa; C. B. Edwards, Press News Ltd., Toronto; F. H. Elphicke, CKWX, Vancouver; J. Finlay, CBC, Winnipeg; W. Fisher, RCA Victor, Winnipeg.

G. Gaetz, CKRC, Winnipeg; A. L. Garside, CJGX, Yorkton; A. Gauthier, CHLT, Sherbrooke; W. V. George, Whitehall Broadcasting, Montreal; A. Gregory, Northern Electric, Vancouver; S. Griffis, McConnell Eastman & Co., Vancouver; Wm. Guild, CJOC, Lethbridge; S. Hassell, CKNW, New Westminster; L. Hawkins, Canadian Marconi Co., Vancouver; G. Herbert, All-Canada Radio Facilities, Toronto; J. Hetherington, Northern Electric Co., Vancouver; John N. Hunt, CKMO, Vancouver.

R. W. Kerserlingk, BUP, Montreal; B. Lanskail, RCA Victor, Vancouver; A. Leary, Station Rep., San Francisco; L. Leprohon, CKSB, St. Boniface; R. G. Lewis, Canadian Broadcaster, Toronto; C. G. Lloyd, Canadian General Electric, Toronto; H. G. Love, CFCN, Calagary; Ross MacIntyre, CKNW, New Westminster; Don Mackay, CJCJ, Calgary; E. H. McGuire, CFCN, Calgary; Allan McNab, CKNW, New Westminster; Lloyd Moffatt, CKBI, Prince Albert; A. A. Murphy, CFQC, Saskatoon; Miss Joan Orr, CKLN, Nelson.

R. H. Parker, CFPA, Port Arthur; F. F. Payne, CKLN, Nelson; Peter Peverley, Walter Downs, Vancouver; Jack Pilling, CHWK, Chilliwack; G. B. Quinney, CFAR, Flin Flon; Wm. Rea, CKNW, New Westminster; G. R. A. Rice, CFRN, Edmonton.

H. Sedgewick, CFRB, Toronto; W. F. Souch, Canadian Marconi, Winnipeg; W. A. Speers, CKRM, Regina; Jack Slatter, Radio Representatives Ltd., Toronto; Wally Slatter, Radio Representatives Ltd., Toronto; H. N. Stovin, H. N. Stovin & Co., Toronto; J. Sweeney, BUP, Regina; W. G. Teetzel, CHWK, Chilliwack; F. Turner, Press News Ltd., Toronto; R. Varcoe, Northern Electric Co., Montreal; H. G. Walker, CBC, Toronto; Joe Weed, Weed & Co., New York; Ralph White, CFJC, Kamloops; George Young, CBC, Toronto.

NBC Announces Three New Stations; ABC One

THREE new affiliates were announced by NBC, one by ABC last week.

On Oct. 1 WLCS Baton Rouge, La., operating full time with 250 w on 1400 kc, owned by Air Waves Inc., and managed by Earl Smith, will join ABC replacing WJBO Baton Rouge, former ABC affiliate, which, at that time, joins NBC.

WEEK Peoria, Ill., operating under an unlimited time license on 100 w and 1350 kc, joins NBC effective Oct. 1 as a basic supplementary outlet. On Jan. 1, 1947, WOC Davenport, Ia., operating with 5000 w on 1420 kc, under an unlimited-time license, and owned by the Tri-City Broadcasting Co., joins NBC, bringing the network's total of affiliates to 160.

THE WJZ New York mystery show "Boston Blackie" is being packaged as a stage unit for presentation in vaudeville houses throughout the East. Heard Tues. 7:30-8 p.m., radio version is sponsored by the Rubsam & Horrmann (R & H beer), Staten Island, N. Y.

COMMERCIAL

KIRK TORNEY, account executive, has been elevated to ABC San Francisco sales manager. In addition to being sales manager of KGO San Francisco he will be in charge of all sales for the network in that area, reporting to FRANK SAMUELS, Western Division sales manager in Hollywood. BYRON NELSON, who formerly held that San Francisco post, has been shifted to Los Angeles as account executive. He replaces SHELDON EARP, who resigned to engage in real estate business in San Francisco.

PEARL VORHEES, accountant with KRKD Los Angeles for 17 years, has resigned to join KFVD Los Angeles in same capacity. She replaces MABEL GREGG, who resigned to form her own public accountant firm.

WILLIAM M. HARRIS, formerly with WHAI Greenfield, Mass., has been appointed manager in charge of sales of WNOC Norwich, Conn., new station owned by H. ROSS PERKINS and J. ERIC WILLIAMS.

Mr. Harris

SARA COOKE, formerly with WFTC Kinston, is new traffic manager of WJNC Jacksonville, N. C.

RAY T. MURPHY, formerly with Joseph Hershey McGillvra Inc., has been added to the sales staff of WLIB New York.

ROBERT FIDLAR, program director of WIOD Miami, Fla., has been appointed acting commercial manager of the station. In radio since 1929, Mr. Fidlar has been with Cox organization since 1936. He joined WIOD as program director in 1942.

CLARK GEORGE of CBS Hollywood press department has shifted to Newark sales staff.

'Websters' Move

EXODUS of another show from Chicago was reported last week when Ruthrauff & Ryan, Chicago, revealed that Quaker Oats Co., Chicago, would move *Those Websters* Sun. 6-6:30 p. m. (EST) Mutual, to the West Coast. Show will broadcast from new origination point effective Oct. 6. Roz Metzger, radio director of R & R, said reason for move was because of Chicago talent situation and because it was believed switch would stimulate show.

TO PROVIDE KFVD Los Angeles with weekly summary of legislative developments in Washington, Rep. Jerry Voorhis (D-Calif.) records a 15-minute disc which is shipped west by air express and broadcast each Monday.

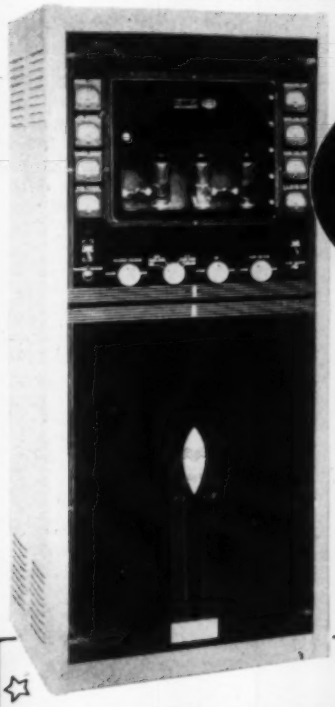
your MUTUAL friend
TRY IT AND "SPOT" THE DIFFERENCE
WHBQ
Memphis, E. A. Alberty, Gen. Mgr.
Represented by RAMBEAU

Expertly ENGINEERED by GATES

"KNOW HOW"..SINCE 1922

Now PRECISION BUILT in the MODERN ASSEMBLY LINE MANNER

IN OUR UP-TO-DATE, ENLARGED FACTORY



A "STAR" PERFORMER

The fundamental circuits of the 250C-1 are straightforward, properly applied to obtain the best operation. Added is the distinguishing feature of MOTOR TUNING for the tuning adjustments of the final stage and loading to the antenna—another EXCLUSIVE for this GATES UNIT. Also, there are but TWO controls for the entire tuning procedure, for simplicity. These features characterizing its integrated design are but a few of its outstanding superiorities in engineering design.

The GATES 250C-1 TRANSMITTER

MEETS EVERY DEMAND....

The above unretouched photograph taken in the modern, GATES factory, shows how 250C-1 Transmitters are produced in the modern, assembly-line manner. No, GATES Transmitters are not built one at a time, though each individual Unit is engineered as if it were a custom built job.

GATES up-to-date methods in engineering are your assurance of high transmission efficiency of each Unit with the added advantage now of mass production to assure a service which will be better than ever when prevailing shortages and other restraining conditions improve.

GATES 250C-1 Transmitters—like all other GATES Broadcasting Units—are in mass production to meet the increased demand of operating Stations and of those now planned, when the time comes.

You may always look to GATES for leadership—in engineering perfection as exemplified in the GATES 250C-1, for new developments—and now modern factory methods for final production.

WRITE FOR DETAILED SPECIFICATIONS ON THE 250C-1 and Other GATES TRANSMITTING EQUIPMENT

NEW YORK OFFICE:
9th Floor • 40 Exchange Place

GATES RADIO CO.
QUINCY, ILLINOIS

SOLD IN CANADA BY:
Canadian Marconi Co., Ltd., Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT...SINCE 1922

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

•

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Western Expansion

(Continued from page 56)

when the entire General Mills hour of strips moves out next fall. NBC has occupied three separate buildings in Hollywood, each larger than the other. It is now building a $630,000 addition. Hollywood network originations are 15% higher than a year ago, 25% above two years ago.

Qualitatively, too, Hollywood originations are on top. Their average national Hooperating (Feb. 1-7, 1946) at night is 18.5, against 12.7 for New York originations and 11.4 for Chicago. In the day bracket Hollywood shows average 8.5, New York, 5.7, Chicago, 5.1.

The changes summarized by these figures are startling. Ten years ago, 5 of the 15 most popular programs originated in Hollywood and 10 in New York. Today 12 originate in Hollywood and 3 in New York.

In aviation, transportation, hotels and resorts, military and naval installations, education and agriculture, tourist sights and events, Southern California is a natural mecca for programming of national interest.

Fifty Southern California companies are transcontinental consumer advertisers prospects. Household words are among them. Sunkist and Rexall; Lockheed and North American; MacMillan Oil; Mutual Orange Distributors; Soil-Off; Universal, Twentieth Century Fox, MGM, RKO, Paramount, United Artists; Northrop and Western Air Lines; All-Year Club of Southern California; Diamond Walnuts; Desert Grapefruit; Calavo; Kerr Glass. Another 150 are western regional advertisers, among them Challenge Butter, Purex Bleach, Colonial Dames and Flamingo cosmetics, Hunt Brothers canned foods, Pacific Mutual and Occidental life insurance, Squirt and Bireley's beverages, Loma Linda Products.

SAN FRANCISCO AND NORTHERN CALIFORNIA

In the 12 counties of the Bay Area, with 54 major communities and 10,417 square land miles, are 2,494,903 civilians (1943). The population gain over 1940 is 22%. In the more restricted six-county San Francisco Metropolitan District of 3,314 square miles are 2,044,613 civilians. This area's growth of 40% from 1940 to 1943 is the greatest of any similiar area in the United States.

San Francisco itself has the highest income per capita of any city over 500,000 ($2,333—*Sales Management*, 1944). Effective buying income in the complete Bay Area totals $4,000,000,000 (1945). In the five-county San Francisco-Oakland metropolitan area, effective buying income is $3,177,004,000 and per capita income is $1,839, highest of any metropolitan area. (Estimates are that 125,000 people are poised to spend $550,000,000 of that money in new homes as fast as they can get them.)

Reverse Time

WHEN WNEW New York moves into its new quarters at 565 Fifth Ave., staff will have choice of clocks, the regular variety, and seven new ones which work backwards. With clock face calibrated counter-clockwise, the clocks are geared to tell how much time is left in a quarter-hour period. Clocks were developed by Chief Engineer Max Weiner at suggestion of Ted Cott, WNEW program director.

Oldest and most centrally located large city in the West, San Francisco is the hub of wholesale trade which aggregated $3,500,000,000 in 1945, practically three times greater than in 1939. Its retail sales last year were $2,000,000,000 and this year they're climbing again.

Wholesale Trade

San Francisco is the financial and insurance capital of the 11 Western states. Financial transactions in 1945 totaled $27,000,000,000. Resources of the 19 banks headquartering there at the end of 1944 were $7,350,994,441; in 1925 they had been under $2,000,000,000; in 1930, 2½ billion, in 1940 3½ billion (Chamber of Commerce). Bank deposits at the same time were $6,912,516,458, compared with $2,831,760,755 in 1939. Bank debits in 1944 reached almost 20 billion, compared with 11 billion in '25, 15 billion in '30 (Federal Reserve Bank). Fireman's Fund Insurance is a national operator. Through the San Francisco Stock Exchange flowed $103,305,121 in 1944; in 1940 transactions had totaled 80 million.

There were 4,500 factories in the Bay Area in 1939, hundreds more today; 324 of them first arrived and 276 expanded in 1945, with a capital outlay of $116,741,945. Even in 1939 the 12 counties employed 98,707 wage earners who took home $98,707,000 in pay. Their products were valued at $1,187,479,000 (U. S. Census). Northern California as a whole increased its production workers 350% during the war, drawing skilled labor from just about every industrial area (Pacific Gas & Electric Co. estimate).

War Expansion

The WPB lumped seven counties into its San Francisco Bay Industrial Area, awarded $458,184,000 in facilities contracts and $4,000,000,000 in overall war contracts to the end of 1944.

The California Division of Labor Statistics includes five counties in the San Francisco industrial district. Its records show there were 83,900 factory workers in 1940; 299,000 in 1943; 254,000 in 1944; 229,900 as a 1945 peak and 173,000 as a 1945 average. Wages show a steadily upward graph, with weekly averages from $30.63 in 1940 to $57.75 in 1943 and $60.44 in 1945; 30% of the State's factory employment is in this district, and annual production is $960,000,000.

San Francisco's magnificent harbor, where 177 steamship lines call regularly in peacetime, handled 11,000,000 short tons of cargo in 1944—three times as much as in both 1910 and 1920. Imports total $98,371,658 (Federal Customs Records, 1940). The city alone has 350,000 freight car loading (1943), compared with 100,000 in 1906 and 200,000 in 1925. Southern Pacific Railroad is an important national advertiser.

Business and pleasure combined to draw 300,000 revenue passengers through the San Francisco and Oakland airports in 1944, a threefold increase over 1939.

Fifteen per cent of the coffee consumed in the United States is processed in San Francisco, and 20% of it flows through the city's port. Such brands as Hill Brothers, Folgers, Caswell's, Schilling, Manning's S and W and M.J.B. are packaged there.

Safeway Products

Safeway Stores have their national retail headquarters across the Bay in Oakland. In the district, too, are packed their commodity brands like Edwards Coffee, Nu-Made Mayonnaise and Famous Flours. Planters Peanuts, Sperry Flour, Peter Paul Candies have their Western headquarters, packing plants and warehouses there. The most popular national brands of domestic wines are distributed (and advertised) from San Francisco. National and regional advertisers in the grocery category, include Dole Pineapple, Golden State milk, Rancho soups, Langendorf bread, Ghirardelli and Guittard chocolates, CHB sauces, Vano; Miss Saylor's, Cardinet and Euclid candy.

Most exciting clothing news in San Francisco is the creation of a $6,000,000 Apparel Center in the

The Nunn Stations

SERVE AND SELL IN

5 GROWING MARKETS

- WMOB—ABC Mobile, Ala.
- WBIR—ABC Knoxville, Tenn.
- WLAP—ABC Lexington, Ky.
- KFDA—ABC Amarillo, Tex.
- WCMI—CBS Ashland, Ky. Huntington, W. Va.

New Recording Studio Is Opened by NBC, RCA

NEW NBC-RCA Victor recording studio, designed to control reverberations to 1/10th of a second, was put into operation last Thursday, it has been announced by O. B. Hanson, NBC vice president and chief engineer.

Main feature of new New York facility, 50 feet wide, 80 feet long and 18 feet high, is its reverberation time period variation (length of time for sound to drop below audibility). RCA Victor engineers use 1.8 second period for home recordings with large orchestras while NBC technicians require 0.9 second for radio transcriptions. Studio was built by NBC engineering department.

Potrero District where manufacturers who already do a $300,000,000 annual business, with 85% of their customers in the East, have rented space. The Furniture Mart is contracting for a $1,800,000 extension.

Factory Expansion

Northern California is the magnet for several hundred national manufacturers, with many more on the way. In the Oakland district are factories of 179 nationally known firms, including Ford, Chrysler, H. J. Heinz, Sunshine Biscuit, Marchant and Friden Calculating Machines, Kraft Phenix Cheese, Shell Development Co., Sherwin-Williams paints, Standard Brands, Libby, McNeill & Libby, Durkee, Famous Foods, Owens-Illinois Glass, American Can, Westinghouse, Allis-Chalmers, Armour, Cudahy, Autolite, Chevrolet. To handle the expansion (which it solicits with its own national advertising), Pacific Gas & Electric is putting $30,000,000 into power facilities this year. Pacific Telephone & Telegraph is spending $130,000,000.

Among the firms building or expanding there are International Harvester, John Deere, International Business Machine; General Motors, Ford, Chrysler; Standard Oil; the Paraffine Companies, spending $4,000,000 in 1946 expansion with 25% increase in employes; Westinghouse; General Electric; Clapp Baby Food, with a big new plant already open in San Jose; National Mineral & Chemical; U. S. Steel, installing a $25,000,000 cold reduction plant at Pittsburg, Contra Costa County. Macy's is taking over the O'Connor-Moffatt department store. Woolworth is building a $6,000,000 store in San Francisco. Completion of the huge Shasta Dam of the California Central Valley Project means more and cheaper power.

Public works are implementing the private expansion. San Francisco has $182,000,000 of them on schedule, Oakland $172,000,000 Richmond $4,000,000. The world's largest naval base and shipbuilding center during the war, San Francisco is still a major fleet operating base and drydock base.

SAN DIEGO

San Diego deserves attention as a symbol of the West's gaudiest wartime growth and gloomiest postwar predictions. But San Diego is confounding the prophets by remaining strong, healthy and growing.

Today that city itself is down to a permanent 320,000 civilians, plus 100,000 military of whom 70,000 are permanent (Chamber of Commerce). It is California's third market. Its wartime peak was 415,000 civilians; its 1944 Census, 286,050 civilian and 115,810 military; its 1940 census, 192,486 civilian and 10,855 military. The 1940 census revealed a 100% gain over the 1930 count. In ten years San Diego jumped from 43d to 25th place nationally.

San Diego County has 450,000 civilians plus 176,000 military (Chamber of Commerce January, 1946 estimate). Its March 1, 1944 Census Bureau count was 415,875 civilian and 193,296 military; its 1943 Census, 379,719 civilian; 1940 276,079.

The San Diego metropolitan area in the 1944 census had 374,940 civilians, 148,123 military. It ranked third in the nation in rate of wartime increase. Its total employes jumped from 99,000 in '41 to 166,000 in '43.

Payroll Increase

Even before the war ('41) San Diego had an annual payroll of $148,600,000 (which went to $328,300,850 in '43) and savings of $125,079,022.25 (which jumped to $241,483,220 by '43). Its January 1946 income was $21,650,000 (Chamber of Commerce). The *Sales Management* effective buying income index for that month was 342.1 for San Diego, 195.7 for the nation as a whole. In 1942, with the national index at 170, San Diego led the nation with a 402.

Retail sales hit $400,000,000 in '45 (Chamber of Commerce). During the war they gained at a greater rate in San Diego than in any other city—54.7%. Grocery sales were $110,154,000, up 56½% since pre-war days. General merchandise sales were $32,466,171, up 60%; clothing and shoes, $31,532,044 up 40%; drug, furniture, and building material categories each grossed over 12 million. The Federal Reserve department store sales index, with 1935-1939 average as 100, was 395 in 1944 and 380 in 1945.

Bank debits listed by the clearing house for past Decembers were $86,505,000, 1940; $125,430,000, '41; $237,855,695, '42; $223,379,442, '44; and $206,485,196, '45.

Climate, scenery and proximity of Mexico have brought tourists to San Diego always. This year the C. of C. anticipates a $40,000,000 tourist crop. Agriculture, too, is a long-time contributor to San Diego prosperity with oranges, lemons celery, turkeys, avocados, and

(*Continued on page 64*)

Station Managers—Engineers:

HERE'S THE ANTENNA THAT DELIVERS WHAT YOU WANT!*

Look to Lingo

Vertical Tubular Steel RADIATORS

- *for* PEAK PERFORMANCE
- *for* LOW MAINTENANCE
- *for* INSURED STABILITY

Your first step will be the right step when you specify a Lingo Radiator . . . the radiator of proved efficiency in serving scores of stations with maximum efficiency at a minimum of cost. Remember, *only* Lingo offers you these "6 Extras" at no extra cost:

*1. Moderate Initial Cost
2. Optimum Performance
3. Low Maintenance Cost
4. 5 Years Insurance
5. 50 Years Experience
6. Single Responsibility

WRITE FOR RECOMMENDATIONS

The services of our consulting engineers are available to you on such pertinent problems as proper radiator height, ground systems, performance expectations, etc. In writing, please indicate location, power and frequency proposed.

JOHN E. LINGO & SON, Inc.

Est. 1897 Camden, New Jersey

In Eastern North Carolina your product is sold when you use . . .

WRRF

Washington, North Carolina

930 KC • 1000 Watts

Soon 5000 Watts

Local advertisers know when they get results from their advertising dollar. In the rich agricultural belt of Eastern North Carolina, WRRF is the favorite of local advertisers, because they know it sells their market . . . a market with an annual income from tobacco alone of over $175,000,000.00.

One merchant used WRRF exclusively to advertise his services. He is now happily building a new, enlarged plant to take care of his increased business. A food product concentrated its advertising budget for the area on WRRF and increased its sales volume 400 per cent throughout this territory of 600,000 potential buyers.

By concentrating your sales effort on WRRF, you too can cash in on this "as good as gold" market . . . if you want to sell Eastern North Carolina, write us for details.

ABC NETWORK

TAR HEEL
BROADCASTING SYSTEM
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

PRODUCTION

CHARLES MacMAHON, chief announcer and news editor, has been appointed program director of WNOX Knoxville, Tenn. He succeeds BILL TROTTER, who retires from active radio to work on an invention designed to play commercials on juke boxes.

HARRY MITCHELL, m.c. of CBS Pacific programs, is father of a boy born July 24.

HANK CALDWELL, vocalist on "Pappy Cheshire" program on KMPC Hollywood, is the father of a girl.

ROBERT SAUDEK, ABC national director of public service programs, is on West Coast for 10 days conferring in San Francisco and Los Angeles.

KAY KYSER, m.c. of NBC "Kollege of Musical Knowledge," is recovering from a hernia operation.

JACK KEMP, formerly of CKRC Winnipeg, has joined the production staff of CKMO Vancouver. GEORGE DEWEY has been promoted to chief announcer of CKMO.

EV PALMER, chief announcer of CFNB Fredericton, N. B., and DORIS SHERWOOD, secretary to MALCOLM NEILL, manager of CFNB, have been married.

WILLIAM ANDERSON, formerly of CHSJ St. John, N. B. and discharged from the Canadian Army Forces Radio Service overseas, has joined the announcing staff of CFNB Fredericton, N. B. WENDALL WATTERS, discharged from the Canadian armed services, has joined CFNB announcing staff.

DR. LEO J. YEDOR, commentator, professor of economics in the School of Commerce of De Paul U. and a member of the faculty of Morgan Park Junior College, has been added to WJOB Hammond, Ind. Dr. Yedor began weekly commentary July 26 in 7:45-8 p.m. (CST) spot.

PAUL LANGFORD, former freelance Hollywood announcer-producer, has been separated from AAF as captain after four years of service. He was awarded Army Commendation Ribbon at time of separation for outstanding performance of his duties as radio chief of public relations of Headquarters AAF Personnel Distribution Command.

GINNY SIMMS, vocalist and star of the Borden Co. show, is the mother of a boy, David Martin, born July 24.

ERNIE SIMON, early morning man at WITH Baltimore, is the father of a girl, Ginger Rae, born July 23.

MINABELLE ABBOT, postmistress of the "Mailbag Club" of WLW Cincinnati for seven years, has resigned to move to Piqua, Ohio, with her husband and daughter.

MARK LUCAS has rejoined the announcing staff of WMAN Mansfield, Ohio, after five years of service with the Army. He was stationed in ETO.

BILL DAWSON, formerly with WAKR Akron, is new addition to the announcing staff of WPAY Portsmouth, Ohio.

WAYNE BEAVERS, formerly with KCKN Kansas City and KFEQ St. Joseph, Mo., has joined KGFW Kearney, Neb., as musical director.

GORTON T. H. WILBUR, formerly with AFRS and WHLN New London, Conn., has joined WJNC Jacksonville, N. C. MARGARET SULLIVAN has been named WJNC continuity director.

BILL FOUNTAIN, released from armed forces, joins announcing staff of WKY Oklahoma City. He previously had been with KTOK that city and KVSO Ardmore, Okla.

AUSTIN MOORE, production manager of CFNB Fredericton, N. B., has completed a three week tour of stations in Ontario and New York state.

BILL BRYAN, program director of KOMA Oklahoma City, has been elected vice president of Junior Chamber of Commerce. He's been on organization's board for 2½ years.

DR. LOWELL DURHAM has joined KSL Salt Lake City as director of the KSL orchestra. He has been conducting research in sound at Navy's radio and sound laboratory at San Diego, under auspices of U. of California.

RICHARD HUBBELL, production manager and television consultant of the Crosley Broadcasting Corp., WLW Cincinnati licensee. Aug. 1 began a 10,000 mile lecture tour with talks scheduled at U. of Colorado; Pacific Northwest Writers Conference, sponsored jointly by the U. of Washington and the State of Washington, and a special joint meeting of the Los Angeles Chamber of Commerce and the Los Angeles Advertising Club, Aug. 20. During June and July Mr. Hubbell was director of television at the WLW-College of Music of Cincinnati Summer Television Institute in addition to his regular duties.

Hades Tour

EDWARD V. PECK, creator, writer, producer and announcer of "Harmony Caravan" on WSPR Springfield, Mass., always is obliging. Taking his program on imaginary trips upon the suggestion of his listeners, Mr. Peck believes in no exceptions. Upon receipt of a letter suggesting that he go you know where and take his program with him, he did. He took a "mythical musical meander" into the "Devil's Domain," with such records as "Hell's Bells," "Fire Dance," "The Devil Sat Down and Cried" and "Satan Takes a Holiday" being played.

MALCOLM CHILD, announcer at WQXR New York, and RICHARD JANAVER, also of station, are director and narrator respectively of a children's album of music instruction, to be issued by Horizon Records, New York.

FRED MOORE, announcer of KFOX Long Beach, Calif., has married Virginia Reed.

BOB LE MOND, announcer of CBS Hollywood, July 28 married Barbara Brewster.

WILLIAM RHODES, announcer of KMPC Hollywood, is the father of boy.

DR. CRAIG EARL, heard on ABC as "Professor Quiz" Thurs. 7:30-8 p.m., will write a question and answer column for "Miss America" magazine starting in the late fall.

ARTIE STANDER and CHARLIE ISSACS have been signed to head Hollywood writing staff of new NBC "Bob Burns Show" starting in fall.

TOM CALHOUN, assistant production manager of WEEI Boston, is the father of a boy, Tom Jr.

DAVID E. BIGLEY is now program director of WJOI Florence, Ala. STEVE COLEMAN is no longer with station.

W. C. (Bud) BLANCHETTE, returned to KGVO Missoula, Mont., following service in the Infantry, has been appointed station program director. He was with Army for five years.

AL LEWIN, recently with AFN in England and Germany and a freelance radio writer, has married Esther Schaffer in Beverly Hills, Calif.

THEODORE THOMPSON, discharged from Army as captain, rejoins NBC as manager of office services division, general service department. WILLIAM FARRINGTON, also discharged from military service, rejoins NBC's guest relations department.

JAMES O'BRIEN, head of KECA Hollywood transcription department, and Janice Payton, actress-singer, were married in Santa Barbara, Calif., July 20.

Chicago Labor Vote

RADIO and Television Directors Guild of Chicago (CIO) Wednesday won an NLRB election to represent Chicago CBS directors. The vote was unanimous. Burr Lee, president of the union, said negotiations will start immediately on proposals already submitted to the management.

WTCN Fights FCC Sharing Proposal

Doesn't Want Frequency If Kansas City Gets It

WTCN Minneapolis, which has sought 710 kc for seven years, told FCC last week that for engineering reasons it was not interested in using the frequency if it were used also by WHB Kansas City as proposed.

The Commission had proposed to grant WHB's six-year-old application for change to 710 kc and fulltime operation, and to deny WTCN's without prejudice, leaving the way clear for a showing that both stations might use the frequency [BROADCASTING, June 10].

In oral argument last Wednesday, Philip J. Hennessey, Washington counsel for WTCN, said engineering studies showed interference problems that would make it impractical for WTCN to use the frequency with WHB also operating on it. Comr. E. K. Jett noted that WTCN would be able to provide daytime service to a substantially greater number of listeners, even so.

Mr. Hennessey argued that the Minneapolis station's application, not WHB's, should be granted, maintaining that Minneapolis area listeners need the service more than do those around Kansas City. Paul D. P. Spearman, counsel for WHB, insisted that the proposed grant to the Kansas City station should be made final and cited program service and extent of populations served as reasons.

WHB, now a daytime station on 880 kc with 1 kw, is seeking 810 kc with 5 kw, directional antenna fulltime. WTCN is on 1280 kc with 5 kw day and 1 kw night, and is seeking 710 kc with 10 kw using DA at night. The applications have been in hearings three times.

DALORES BENNETT, NBC Hollywood page staff member, has been signed to singing role in touring company of "Oklahoma." She joined company in Portland July 28.

PHILADELPHIA'S No. 1 *Sports Station*

BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING

10,000 Watts **WIBG**

REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

Hit Tunes for August
(On Transcriptions)

ALL THE CATS JOIN IN (Regent)
THESAURUS—Jumpin' Jacks
MacGREGOR—Red Nichols
LANG-WORTH—Frankie Carle
STANDARD—The Coronettes
CAPITOL—Peggy Lee

BLUE CHAMPAGNE (Encore)
ASSOCIATED—Richard Himber
STANDARD—Freddy Martin
" The Californians
WORLD—Charlie Spivak
MacGREGOR—Henry King
THESAURUS—Vincent Lopez
" George Wright
LANG-WORTH—Johnny Long
" Al Trace

COFFEE SONG, THE (Valiant)
LANG-WORTH—Blue Barron
THESAURUS—Jumpin' Jacks
STANDARD—De Castro Sisters
MacGREGOR—Henry King
CAPITOL—King Sisters

I DON'T KNOW ENOUGH ABOUT YOU (Campbell Porgie)
LANG-WORTH—Four Knights
" Art Mooney
PIN UP—Enoch Light
WORLD—Charlie Spivak
THESAURUS—Novatime Trio
" Music of Manhattan
STANDARD—Leighton Noble
MacGREGOR—Jimmie Grier
" Henry King

LAUGHING ON THE OUTSIDE (BMI)
STANDARD—The Californians
" Pat Kay, Les Paul Trio
MacGREGOR—Don Swan
" Lou Bush
" Jimmie Grier
WORLD—Les Brown
LANG-WORTH—Tommy Tucker
THESAURUS—Vincent Lopez
ASSOCIATED—Richard Himber
PIN UP—Enoch Light

MOON OVER BROOKLYN (London)
WORLD—Guy Lombardo
ASSOCIATED—Galli Sisters
LANG-WORTH—Blue Barron
THESAURUS—Novatime Trio
STANDARD—The Coronettes
" Joe Reichman

THERE'S GOOD BLUES TONIGHT
THESAURUS—Jumpin' Jacks
MacGREGOR—Music A La Carter
" Lou Bush Orch.
STANDARD—The Coronettes
PIN UP—Enoch Light (Embassy)
WORLD—Les Brown
LANG-WORTH—Bobby Sherwood
" Buddy Morrow

TOO MANY IRONS IN THE FIRE
ASSOCIATED—Galli Sisters
LANG-WORTH—Blue Barron
MacGREGOR—Don Swan (Marks)
THESAURUS—Novatime Trio

VEM VEM (Pemora)
LANG-WORTH—Ron Perry
MacGREGOR—Don Swan
WORLD—Jose Morand
THESAURUS—Manhattan Melodies

WHATTA YA GONNA DO (BMI)
THESAURUS—Novatime Trio
ASSOCIATED—The Stardusters
MacGREGOR—Don Swan
" Jimmie Grier
WORLD—Les Brown
PIN UP—Enoch Light
STANDARD—The Coronettes
LANG-WORTH—Randy Brooks

WHEREVER THERE'S ME THERE'S YOU (Republic)
PIN UP—Enoch Light
ASSOCIATED—Galli Sisters
MacGREGOR—Red Nichols
LANG-WORTH—Blue Barron
THESAURUS—Sammy Kaye
STANDARD—Dick Jurgens

WHICH WAY DID MY HEART GO?
ASSOCIATED—Richard Himber
THESAURUS—George Wright
PIN UP—Enoch Light (Chelsea)
MacGREGOR—Music A La Carter

WHO TOLD YOU THAT LIE? (Stevens)
ASSOCIATED—Galli Sisters
PIN UP—Enoch Light
WORLD—Les Brown
STANDARD—Dick Jurgens
THESAURUS—Novatime Trio
MacGREGOR—Don Swan
LANG-WORTH—Blue Barron
" Al Trace

WITHOUT YOU (TRES PALABRAS) (Peer)
THESAURUS—Music of Manhattan
PIN UP—Enoch Light
MacGREGOR—Aaron Gonzales
" Jimmie Grier
" Veramae Stevens
LANG-WORTH—D'Artega
ASSOCIATED—Victoria Cordova
STANDARD—Carlos Molina
" The Californians
WORLD—Mischa Borr

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and the *Pin Up* Parade of Your Current Hit Tunes

Once each month BMI presents to its 1,120 broadcast licensees the "BMI PIN UP SHEET" of current hit tunes.

BMI PIN UP TUNES are carefully selected from the catalogues of BMI affiliate publishers. Tunes receiving all-out exploitation, songs most accepted by name artists, and numbers of unquestioned quality are listed.

Only songs of genuine merit—songs which broadcasters are programming consistently—reach PIN UP status.

In every instance, BMI PIN UP TUNES are available on records, transcriptions and in orchestrated form.

All this is but another BMI service to program directors, musical directors, record emcees—to all who use music in radio.

Coming Up

APPLE ON A STICK (Carol)
BEST MAN, THE (Vanguard)
BUT SHE'S MY BUDDY'S CHICK (Embassy)
DO YOU DO? DO YOU DO? (Commercial)
EVERYBODY LOVES MY BABY (Goode)
FLOATIN' (Cherio)
GIVE ME THE RIGHT TO LOVE YOU (Cole)
I'D LIKE TO GET YOU ALONE (Marks)
I LEFT MY HEART IN MISSISSIPPI (Block)
I YI YIMMINY YI (Lee-Dee)
IT'S MY LAZY DAY (Stevens)
IT'S THE LOVE (Music, Inc.)
LATCH (Cherio)
MISSION OF THE ROSE, THE (Wemar)
OLD RAINMAKER, THE (Embassy)
RICKETY RICKSHAW MAN, THE (Peer)
SEPULVEDA (Vanguard)
STARLIT REVERIE (Stuart)
TRAFFIC LIGHT SONG, THE (Block)
WALK IT OFF (Embassy)
WHO IF NOT YOU (BMI)
YOU OR NO ONE (BMI)

BMI

BROADCAST MUSIC, INC.
NEW YORK • CHICAGO • HOLLYWOOD

Western Expansion

(*Continued from page 61*)

truck gardens predominant. Olives, meat, citrus, creamery products are processed in San Diego plants.

Big Navy Payroll

San Diego's excellent harbor, where lines like Luchenback, French, Quaker, and Johnson call in peaceful years, is jammed with warships even in peace. Permanence of the Navy's plans for San Diego is indicated by its construction of a $17,000,000 aqueduct from the Colorado River to city reservoirs. Even before the war the Navy had a $30,000,000 annual San Diego payroll, and assorted Government offices, $20,000,000.

The same harbor is home port for America's largest fleet of "tuna clippers," which brought in $20,000,000 worth of tuna in 1945—94,000,000 cans, or 50% of the nation's pack. In addition to waters off the coast, the clippers are now fishing the former Jap-mandated territories in the far Pacific. The packing is done in San Diego plants, with five new ones currently under construction.

Naturally, aircraft production has decreased, but it is still a major factor in San Diego's economic life. Before the war the industry accounted for 16,250 employes and a $34,000,000 annual payroll. The 60-acre, $12,000,000 Consolidated plant is down from 40,000 to 4,000 employes, but its future is solid. It is the home of the new California Institute of Technology experimental wind tunnel, the world's greatest. Consolidated has also gone into the bus and trolley coach manufacturing business. Still going strong is Ryan Aircraft, the Navy's principal jet contractor.

City industrial employment stands at 13,700. At the war peak it was 50,600 (January, 1945). Carloadings at the end of '44 were 4,322; the end of '45, 3,266. Employment of all types zoomed from 25,000 in 1941 to 80,000 in 1943. In 1941 the value of manufactures was $160,000,000 (against $42,000,000 in '39) and the industrial payroll, $74,000,000. Postal receipts the same year were $1,762,216.90.

San Diego is attacking the housing problem vigorously, making war housing projects permanent. Before the war it had 85,000 dwelling units; during the war, 97,000.

SACRAMENTO

Sacramento, capital of California, symbolizes the agricultural richness of the Far West, being located at the crossroads of California's fertile inner valleys.

The city itself has a population of 105,958 (1940), with 1939 retail sales of $79,053,300 or $2,457 per family. It is California's fourth market. Food processing plants and railroad shops are manufacturing fulcrums, with many of the nationally advertised Del Monte brands packed in the vicinity.

Sacramento County had 170,400 people in 1940 and 203,000 in 1945 (California Taxpayers Assn). Individuals' income totaled $128,934,000 in 1939 and $274,209,000 in 1943 (Bank of America). Retail sales in the same four years jumped from $91,716,000 to $130,072,000. The county is ninth in population ranking but fifth in income and sales in California.

Last article in the series will cover Oregon, Washington, Pacific Southwest and Mountain States.

KSWM Starts Operation On Borrowed Equipment

FORCED to borrow some equipment because of delivery delays, KSWM Joplin, Mo., nevertheless went on the air on schedule for its first broadcast July 22.

Affiliated with CBS, the station operates on 1230 kc with 250 w. Air Time Inc. is the owner. Principals include: Austin A. Harrison, president and general manager, a former engineer with Western Electric and NBC; John C. Bailey, vice president, a Don Lee engineer; Maj. Richard E. Cole, copilot of General Doolittle on the 1942 Toyko raid, and Robert E. Morrison, engineer for the Michigan Bell Telephone Co. Stations which lent equipment were KTUL and KVOO Tulsa and KMBC Kansas City.

GEORGIA TO PROBE RATE STRUCTURES

GEORGIA Association of Broadcasters last Monday appointed a committee to investigate the possibility of a rate structure yardstick for individual stations.

This action followed discussion of both general and local rate structures at the concluding session of a three-day meeting in Savannah.

Plans for the association's radio institute to be held at the U. of Georgia, Athens, on Nov. 21-22 were announced. Those expected to attend include Acting Chairman Denny of the FCC; Justin Miller, president of the National Association of Broadcasters, and Sol Taishoff, editor and publisher of BROADCASTING. Wilton Cobb of WMAZ Macon, Ga., is in charge of speakers.

Senator Jack Williams was appointed chairman of a committee on protective legislation for radio broadcasters. Leonard Reinsch, radio director of Cox stations and radio adviser to President Truman, answered questions of the association members. Other questions discussed at the meetings included libel insurance, the future of FM and political broadcasts. A new constitution and by-laws were accepted and Charles Smithgall, president, appointed John Outler and Harben Daniel to the Executive Committee.

Louise E. Taber

LOUISE E. TABER, director of education for KQW-CBS San Francisco, died in that city July 22 of a heart attack. She had been art reviewer for *The Examiner* and *The Chronicle*. She entered radio in 1930, becoming an authority in her field of historical sketches as author and voice of *California Memories* over KPO and later in *Gold Rush Days*, heard successively on KYA, KFRC and KQW. Among her later writings was *Glamorous Yesterdays* in 1942 over KQW.

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BASIC STATION
AMERICAN BROADCASTING COMPANY
HARRY McTIGUE
General Manager

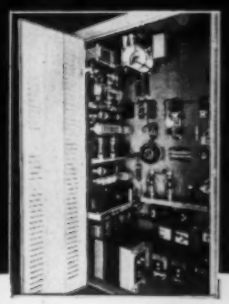
IF IT'S 1000 WATTS YOU WANT

. . . STUDY THIS NEW, ADVANCED RAYTHEON AM TRANSMITTER

"It's a beauty,"
says the visitor . . .

"It's a star performer,"
says the station engineer . . .

"It's an excellent investment,"
says the station-owner.



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It's an outstanding design . . . perfected after months of careful engineering. Simpler circuits give the all-important *dependability* that Raytheon transmitters are becoming widely noted for. Exceptional signal quality is achieved through triode type tubes and audio transformers better than were ever before available. Its striking modern beauty catches the eye of visitors—makes it a show-piece.

This Raytheon transmitter commands attention of 1000 Watt station owners and engineers. Before *you* decide on a transmitter, write or wire for our fully illustrated specification bulletin. *Prompt deliveries can be made.*

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Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

1 **Simplified, More Efficient Circuits**—A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion. Tube cost low, power consumption considerably lower.

2 **Greater Dependability**—Modern components, operated at well below their maximum ratings, and simplified circuit design reduce failures to minimum. Designed to withstand overloads—fully resistant to excessive temperatures, high humidity. Performance not impaired by ordinary line voltage fluctuation.

3 **High Fidelity Signal**—Modern triode type tubes used in all audio stages have an inherently lower distortion level. Specially designed audio transformers reduce distortion still further. The feedback circuit also improves signal quality but is not essential in this simplified circuit.

4 **Push-Pull Final Amplifier**—A Push-Pull R F final amplifier materially decreases harmonic distortion. Parasitic oscillation in this stage is eliminated and suppressors are not needed.

5 **Easy to Operate**—Only two stages, the R F Drive Amplifier and Power Amplifier, have to be tuned. A Video type amplifier eliminates complicated tuning of the Buffer stage.

6 **Fast, Accurate Tuning**—All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. Low speed motor tuning gives positive micrometer adjustment of the two tuned stages.

7 **Easy to Service**—Vertical chassis construction and symmetrical mechanical layout make servicing easy. Hinged side panels give access to all cabling and meters. Full height double rear doors give maximum access to wiring and components.

8 **Easily Meets All F.C.C. Requirements**—Flat frequency response from 30 to 10,000 cycles per second. Noise level —60 db below 100% modulation. Less than 2½% RMS for 95% modulation.

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PROGRAMS

INTERVIEW program of KSFO San Francisco, "Can You Find It," uses treasure hunt format. Originating from various groceries and markets, program also includes contests built around shopping, cooking and food. Mystery items are hidden in the store for participants to locate. Heard five days weekly, program is transcribed and broadcast the next morning.

Second A-Bomb Films

WNBT, NBC television station in New York, last Tuesday gave first showing in the U. S. of the films of the second atom bomb test off Bikini Atoll, telecasting pictures taken by the video pool cameraman plus the official Government films, after they had been flown from Bikini and approved by the Government. WNBT also was the first to show the films of the first atom bomb test.

WNEW Commended

COMMENDING WNEW New York for its role in promoting enlistments in the peace-time Army through the station's program "We Guard the Peace," Col. Harold E. Smyser, commanding officer of the southern New York recruiting and induction district, will present the station with a plaque of recognition on Aug. 4.

WCAU on City Planning

JOINING with the Chamber of Commerce and Board of Trade, WCAU Philadelphia this fall will present a series of 13 documentary programs, "Philadelphia Looks to the Future," designed to focus public opinion on city problems and needs.

Covers Fairs

WBBM Chicago will report on activities at three state fairs when Russ Davis, WBBM farm director, and an engineer take the portable wire recorder to the fair grounds in Springfield, Milwaukee, and Indianapolis. At each fair Mr. Davis will tour exhibits, grandstands and midways to interview fair officials, visitors, prize-winners and show people. Interviews will be edited and built into half-hour shows to be broadcast the Saturday afternoon (1:30-2 p.m. CDST) following each fair. Broadcasts will be heard Aug. 17, Illinois State Fair; Aug. 24, Wisconsin State Fair; Sept. 7, Indiana State Fair.

Switches to MBS

SUSTAINING children's show, "Hop Harrigan," effective Sept. 1 switches to MBS from ABC making a full hour and a quarter of children's shows on Mutual, five times weekly. The "Hop Harrigan" program will be heard 5-5:15 p.m. on MBS.

WHN Honored

WHN New York has received a certificate of merit from the American Cancer Society in appreciation of "distinguished service to the society in the 1946 cancer campaign for funds."

Series on Library

IN COOPERATION with Warder Public Library, WIZE Springfield, Ohio, is presenting Saturday morning public interest program, "Book Lore." Facts about the library, and current reading material are presented.

Covers Tournament

WOWO Fort Wayne, Ind., broadcast events of National Junior Tennis Tournament Aug. 3 at Kalamazoo College, Kalamazoo, Mich.

KLZ at Tourney

TOTAL of 17 on-spot broadcasts were aired by KLZ Denver from Wellshire Golf Club during National Public Links Golf Tourney completed July 27.

Contract Signed

THE NATIONAL AIR RACES, held annually at Cleveland Municipal Airport, Cleveland, has signed a long-term contract for an undisclosed number of years with CBS for the sole broadcasting and television rights of the annual races. The races, with prizes of $105,000 in cash, this year will be held Aug. 30-Sept. 2.

Rattler on WTAG

JULY 28 program of "Nature in New England" series on WTAG Worcester, Mass., conducted by Louis Babbitt, curator of reptology at Worcester Museum of Natural History, presented guest "interview" with live rattlesnake. Sound of rattler was aired so listeners might have safe, first hand introduction.

CBC Reports

PROGRESS REPORTS on the Paris Peace Conference and the UNRRA Conference at Geneva are being aired by CBC daily on the Trans-Canada network. Program consists of talks from delegates and observers at the conferences and commentaries from Ottawa by regular CBC commentators.

Program Honored

MBS Sunday night science-drama series, "Exploring the Unknown," has been awarded a citation of merit as "America's number one science program" by Picture News, news comic magazine.

Radio Alarm

A NEW MUSICAL early morning program, with an alarm clock breaking in every fifteen minutes, in "Alarm Clock Club" on CKMO Vancouver. Bob Willett is m.c.

WLAW Commended

WLAW Lawrence, Mass., has been commended by the National Safety Council for its "Safety on the Highway" program series.

Refresher for Veterans Approved in California

CALIFORNIA State Board of Education has approved plan of AFRA and Veterans Administration to conduct a refresher school for discharged radio talent. A 17-week course of lectures, seminars, and workshop experience has been set up and includes 50 hours of private instruction.

Top-flight Hollywood performers will instruct and coach actors, actresses, singers, announcers and sound effects men and women who qualify under G. I. Bill of Rights. Actual broadcasts, arranged with Los Angeles area stations, will be part of the course. Those with two years' professional experience prior to service, or who in some instances acquired experience in service, are eligible.

Robert M. Light, recently discharged as lieutenant colonel from Armed Forces Radio Service, has been made executive director of the course, and is headquartered at 6331 Hollywood Blvd., Hollywood.

21 YEARS Young!
WDOD
CHATTANOOGA, TENN.
CBS
5,000 WATTS DAY AND NIGHT
first IN ADVERTISING, LISTENER ACCEPTANCE, AND PUBLIC SERVICE
NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

Cover El Paso With...
KROD
CBS
National Representatives: Taylor-Howe-Snowden

ACLU Lauds Blue Book, Sees Necessity Of Regulation; Fly Heads Committee

WITH James Lawrence Fly, former FCC chairman, heading its committee on Freedom of Communications, the American Civil Liberties Union has come out whole-heartedly in favor of the FCC's Blue Book of March 7, "Public Service Responsibility of Broadcast Licensees."

Mr. Fly's committee will be international in scope and will encompass radio, press and all other communications media, the ACLU said. It will fight monopolistic practices by Government agencies as well as business, according to reports.

In a report on censorship the ACLU heralded the Supreme Court decision in the *Esquire* case, in which the high tribunal ruled that the Post Office Dept. cannot exercise control over content of printed matter using the second class mails.

Boost Blue Book

The ACLU hailed other court decisions which sustained the rights of newspapers to criticize public officials, but found fault with radio over criticism of the Blue Book.

"Biggest censorship issue on the radio front is seen by the ACLU in the FCC's report of last March, ... with the radio industry, claiming that the report is censorship, and the ACLU claiming it is not," said a news release from ACLU headquarters. "Far from censoring, the FCC proposes to expand free speech on the air," the ACLU found.

A brochure titled "Radio Programs in the Public Interest"—it lists nine "objections" by broadcasters to the Blue Book then gives replies by the ACLU—is being distributed.

"The most promising move for expanding the service of radio to the public was made by the FCC in March" with publication of the Blue Book, said the ACLU pamphlet. "The Commission's proposals have been intemperately attacked by leaders of the radio industry mainly on the ground that they constitute censorship," the pamphlet continued, then attempts to discredit industry.

"Industry spokesmen roundly criticized the ACLU for supporting regulation of radio when the Union is so vigorous an opponent of regulation of the press and motion pictures," said the ACLU, which claims it would be "in favor of equal freedom for radio if there were unlimited radio channels."

Regulation "Necessity"

ACLU said it did not favor the "principle of Government regulation, but accepts it as a practical necessity. Contending there is authority in the law for the Commission's program-scrutiny policy, the ACLU said: "The Commission is empowered by Act of Congress to grant and renew licenses on the basis of 'public interest, convenience and necessity'. The standards fixed merely spell out the Commission's concept of the public interest."

In FM the ACLU fails to see sufficient channels to provide licenses for all those who would enter radio, therefore competition won't solve the problem. ACLU is not worried about Commission control over facsimile and television, passing it off with: "When that issue arises, it will be time to consider whether the public interest would be served by requirements concerning the amount of space or attention given to advertising in relation to news and opinion."

ACLU contended the present system of broadcasting "is not working well, as evidenced by the volume of complaints of the overcommercialism of radio."

Although the Civil Liberties Union agreed that "many commercially-sponsored programs are of high character and clearly in the public interest," it concluded that "most are geared to advertisers' interests with only incidental considerations of their public service."

To the listed objection that the Commission's proposals involve future dangers which outweigh any possible present advantages, the ACLU said: "It is of course conceivable that any regulations might be extended in future to a censorship of programs. But so could the FCC's inherent power of granting and renewing licenses in the 'public interest'. Courts and public opinion would create powerful obstacles to such an unlawful censorship, expressly prohibited. Against this remote possibility the present advantages to the entire radio audience of setting aside time in the public interest free from commercial considerations are clear in the light of the recognized abuses."

The ACLU urged "all who support" its position to write the FCC "promptly."

AFRA Charges Agency

CHARGES by the Chicago local of AFRA that Newby & Peron violated transcription code by refusing to pay fees for transcriptions used after six month period have been denied by the agency. Transcriptions in question were for Prima Beer and used on WIND and WJJD in Chicago only. Agency claims transcriptions were cancelled last November but AFRA has notified all members to refuse employment from the agency.

55.4%
of all Iowa radio families
"LISTEN MOST" to
WHO
10.7% to Station B!
•
50,000 Watts Des Moines
FREE & PETERS, Inc.
Representatives

First in Birmingham Since 1925

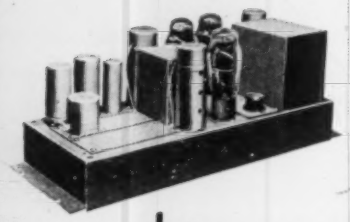
With The Programs Listened To Most!

★ Kaltenborn
★ Fred Waring
★ Dr. I. Q.
★ Frank Morgan
★ Mr. District Attorney
★ Sigmund Romberg
★ Alec Templeton
★ Tommy Dorsey

NBC WBRC BIRMINGHAM'S BEST RADIO BUY!

Paul H. Raymer Co., *Representative*

124 TYPE MONITOR AMPLIFIERS



by

Western Electric

You'll find these 124 type amplifiers ideal for monitor, audition or talk-back service. Frequency response is uniform from 30 to 15,000 cycles. So quiet in operation they may be used in the most critical loudspeaker cabinet applications.

124A and 124E

These are identical except 124E has gain control and power switch on face mat and two extra fixed pads in input circuit for wider range of input level adjustment.

124F

The 124F is similar to the 124E except it has separate line level and mike level input circuits each with its own gain control.

124G

The 124G is similar to the 124F except that each of the two input circuits accommodates low level program sources and has its own gain control and 116B Pre-amplifier.

Ask your Graybar Broadcast Equipment Representative for details —or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

—QUALITY COUNTS—

PROMOTION

TO BOOST slogan, "Let's Observe Farm Safety Week Every Week," WIBW Topeka, Kan., has been distributing by airplane to area farmers a promotion placard requesting family aid to "Help make farming a safer occupation." Station's "Flying Rooster" special events plane has been dropping cards which also bear a large souvenir button and business reply card, a personal pledge to aid in campaign. Gene Shipley, WIBW farm service director, and K. G. (Pug) Marquardt have been dropping pieces.

KFNF Flower Show

FLOWER show staged by KFNF Shenandoah, Iowa, attracted not the 300 delegates expected but more than 3,000 visitors, some from more than 700 miles distant. Under the direction of Helen Field Fisher, KFNF woman's commentator for 20 years, the First National Hemerocallis Festival attracted both amateur and professional growers who attended various meetings and tours. Station had to set up dormatories in practice studios to help solve city's accommodations shortage.

Prescription Pads

DOCTORS' prescription blanks are being used by a Milwaukee pharmacist to boost weekly "Know Your Druggist Better" program on WISN Milwaukee. Idea was conceived by Frank Kuskowski whose prescription blanks read, on the reverse side, "Tune in 'Know Your Druggist Better' on WISN each Saturday at 5:15 p.m." Pads are furnished physicians for use in writing prescriptions for their patients. Druggist show is a public service feature emphasizing the professional aspects of pharmacy. Now in its fifth year, it is produced by WISN with the cooperation of the Milwaukee County Pharmacists Assn.

Fan Postcard

JUMBO 9 x 7 inch postcards are being used by Red Barber and Connie Desmond, WHN New York baseball sportscasters, to answer fan mail and as promotion material. Done in "Ebbets Field green," card pictures ball park and the baseball and WHN folk identified with it. P. Lorillard Co., which sponsors WHN baseball series for Old Gold cigarettes, receives credit on card. Directions for reaching ball park also are included.

KFOX Folder

KFOX Long Beach, Calif., has prepared promotion folder containing basic market data, dramatizing facts of area's diversity. In two colors, folder contains map indicating coverage, page of market statistics and illustrated elements which combine to constitute community.

Rating Brochure

ABC Western Division has issued brochure describing "highest Hooperating ever registered by a Los Angeles station." Titled "70.1 on 790 kc," brochure explains contest conducted by KECA Hollywood in connection with broadcast of Louis-Conn fight, as well as promotion which went into broadcast.

WBBM Folder

PROMOTION folder, "The Severest Critics . . . Are WBBM's Best Friends," has been distributed by the Chicago outlet of CBS. Copy states that critics are the local space and timebuyers because they "know the Chicago market." Chicago Federated Advertising Club award to WBBM "Melody Lone" program is cited.

Farm Service

TO INFORM livestock growers on feeding practices, thus permitting them to stretch short supplies as far as possible, KFBK Sacramento, Calif., maintained a special food and farm clinic at Sacramento County Fair, July 20-28. Sacramento Bee joined with station in presentation, broadcasting daily programs from fair.

KMOX Brochure

CIVIC service award made by St. Louis Junior Chamber of Commerce to "The Land We Live In," nine-year-old program of KMOX St. Louis, serves as copy theme for program brochure issued by CBS-owned station. Yesteryear scene of Mississippi River is used as pictorial accompaniment.

WSBC Schedule

MONTHLY program brochure now is being distributed by WSBC Chicago. Coverage map and market data is included.

WOW to Be Host

WOW Omaha Aug. 14 will be host at 16th Annual 4-H Club Fair at Fremont, Neb., to several thousand boys, girls and parents. "WOW Fun Night" will be part of three-day fair.

WMFJ Paper

MONTHLY listener newspaper is being published by WMFJ Daytona Beach, Fla., under editorship of Jack Lewis. Paper is titled "WMFJ-Gram," features station, talent and program news.

News Flashes

NOON TIME news flashes are being sent daily by WHBC Canton, Ohio, to local luncheon club meetings.

Promotion Personnel

FOSTER BROWN, former manager of KFRU Columbia, Mo., and more recently in the Army, has been appointed sales promotion manager of KXOK St. Louis. While in service he served with legal department, Military Government, Munich.

TOMMY TARBOX, former Cleveland newspaper reporter and columnist, has joined WTAM Cleveland as manager of press relations. He is AAF veteran.

MAE HUGHES, publicity director of WITH Baltimore, is recuperating at home from a minor operation.

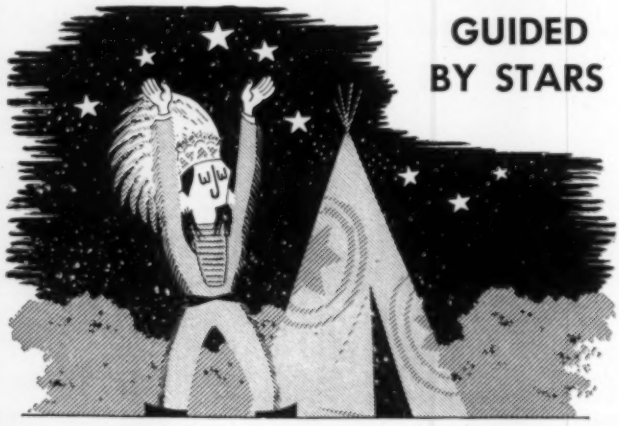
BEN MORRIS has been appointed director of expanded public interest department of WKY Oklahoma City. Mr. Morris will devote full time to the department, working under supervision of **P. A. SUGG,** WKY manager.

R. U. McINTOSH & Assoc., Hollywood transcription producer inactive during war, has re-established offices at 6000 Sunset Blvd., with four new serial shows in production.

ROBERT McANDREWS, NBC Western Division advertising and promotion manager, July 25 addressed Pasadena Advertising Club on "How Radio Promotes Itself."

FREDERIC METHOT is newly appointed promotion manager at WLIB New York. He previously held same post at United Features Syndicate. His assistant is **JUDY GROLLMAN,** of the

CLEVELAND'S *Chief* STATION



GUIDED BY STARS

These bright stars in top-ranking local shows guide WJW to more local daytime listeners per dollar in the Cleveland area than any other regional station.
Pappy Howard • Stan Peyton • Earl Harper • Howie Lund
Dorothy Fuldheim • Judy Dell • Don Bell • Bruce MacDonald

BASIC ABC Network CLEVELAND, O.
WJW
850 KC 5000 Watts DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

COMING.... A NEW VOICE IN CONNECTICUT
WKNB
840 KC • 1000 Watts
New Britain, Connecticut

Trade Contest

ADVERTISING agency folk have been dreaming up contests so long for other people to enjoy, KSFO San Francisco has started a contest for agency people only. $100, $50 and $25 savings bonds will be awarded for best names for afternoon request record show of Jim Moore. Advertising managers of three local department stores are judging entries. Details on contest are presented in KSFO program schedule and entry blanks are included with current mailings to agencies.

New York Post promotion department.

LEE HOGAN has replaced **BERTIE NICHOLS** as NBC Western Division fashion editor.

GEORGE CAHAN, separated from AFRS as captain after five years of service, has joined CBS Hollywood publicity department. He replaces **CLARK GEORGE**, who shifted to sales division.

DOUGLAS P. BUTLER, out of the Navy as lieutenant after four years in the Pacific, has joined NBC Radio Recording Dept. as promotion writer for advertising and promotion division.

VIC ROWLAND, coordinator of publicity for MBS-Don Lee Broadcasting System, Hollywood, has been named audience promotion director. **ERLEEN RUSSELL**, of MBS-Don Lee publicity staff, replaces him.

PHIL BALDWIN, out of the Canadian armed services after four years service, has joined CKMO Vancouver as promotion and publicity director.

STEVE de BAUN, formerly with the Army as captain in military government in Korea, has returned to NBC as staff writer in the New York press department. He will handle publicity for the NBC-UN project. Prior to entering the Army, Mr. de Baun was correspondent in NBC information department.

BOB HANCOCK, separated from Infantry as lieutenant following service in Southern France and Central Europe, has joined KGW Portland, Ore., as promotion-publicity director.

LORIN MYERS, released from public relations office of Army Transportation Corps, has returned to WSB Atlanta as merchandising manager. He has been in service three years.

Radios in Cabs

FOR CABS equipped with two-way radios, developed by the Galvin Mfg. Co. of Chicago, signal strength will extend thirty miles, according to Arthur Dickholtz, cab company president. A second cab company, the Chicago Veterans Cab, has been assured a CP within 10 days for a similar service. Farnsworth Television and Electric Co. has accepted contracts for the equipment. Flash Cab will operate on FM channel, 152.27 megacycles, with fixed station call letters W9XLD. Transmitters on the cars will be identified as W9XLE. Thirty cabs will have the equipment by Aug. 1.

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

News Professors Work in Stations

SECOND annual news internship movement is being conducted by NAB under direction of Arthur Stringer, NAB director of special services and chairman of the Committee on Teacher Training and Internship of the Council on Radio Journalism. Six journalism professors from universities are serving in the news departments of six stations to gain actual experience under radio news executives.

The council was formed in 1945 by NAB and the American Assn. of Schools and Departments of Journalism.

Those serving at stations, with news executives as "professors," follow: Russell J. Hammargren, U. of Southern California, at KFI Los Angeles under Pat Bishop; Calvin Ellsworth Chunnn, U. of Tulsa, at KPRC Houston under Pat Flaherty; Michael Radock, Kentucky State U., at WHBC Canton under James Dooley; James W. Schwartz, Iowa State College, at WHO Des Moines under Jack Shelley; Alan Scott, Michigan State College, at WSYR Syracuse under E. R. Vadeboncoeur; Burton L. Hotaling, U. of Wisconsin, at WTMJ Milwaukee under Jack E. Krueger.

Other members of the internship committee are Karl Koerper, v-p, KMBC Kansas City; Prof. Kenneth Bartlett, Syracuse U., and Mr. Vadeboncoeur. Council members include those on the committee as well as Prof. Fred S. Siebert, U. of Illinois; William Brooks, NBC vice president; Prof. Floyd K. Baskette, Emory U.; Prof. Wilbur Schramm, U. of Iowa; Prof. Mitchell Charnley, U. of Minn.

News

HAROLD BAKER, night rewrite man at WOW Omaha since release from the Navy as lieutenant, has been appointed night editor of station.

S/SGT. HERB KAPLOW, theatre sportscaster of AFN Frankfort, Germany, has been in London and Paris to cover national championship tennis matches of England and France.

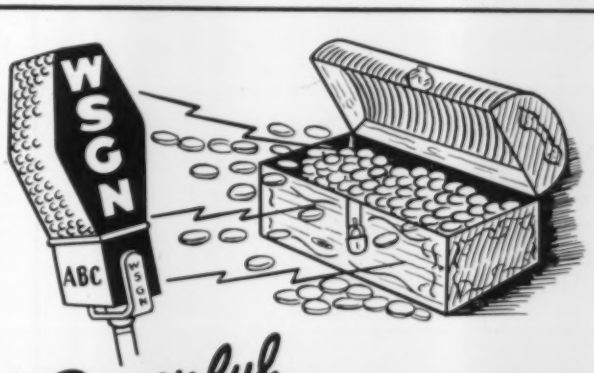
FRANK HARDEN and **DICK HASBROCK** have been assigned by WIS Columbia, S. C., to handle play-by-play and color for station's fall football schedule.

HAL GIBNEY, NBC Hollywood commentator, July 28 married Juanita Fields, actress and dancer.

ADAM LUNOE, news editor of the NBC International Division Danish section, at the request of the UN Food and Agricultural Organization, Aug. 20 will fly to Denmark to act as information officer at the Organization's world conference which opens in Copenhagen Sept. 2.

DON WICKETT, war veteran, has joined CFNB Fredericton, N. B., as news editor.

RUSTY MARSHALL, sports editor, has been named news editor of WPAY Portsmouth, Ohio. He succeeds **BILL PEPPER**, who has resigned to enter Ohio U.



A *Powerful* SALES MAGNET

WSGN—with proven coverage and superior reception—offers advertisers a selling gateway to the rich Alabama market—made more lucrative by an ever-growing spendable income.

ALABAMA'S BEST BUY FAR!

WSGN

AMERICAN BROADCASTING COMPANY

THE NEWS-AGE-HERALD STATION

Represented Nationally by Headley-Reed

Now!

GREATER POWER

BETTER SERVICE

NOW OPERATING ON 5000 WATTS

STILL 590

ON YOUR DIAL

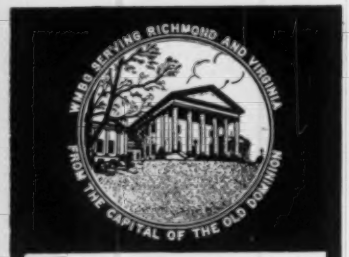
KTBC

AUSTIN TEXAS

KTBC gives you unmatched coverage of this rich, responsive market in the Heart of Texas—plus outstanding listener rating and super programming at all hours! A buy worthy of your consideration!

REPRESENTED BY

Taylor Howe Snowden Radio Sales

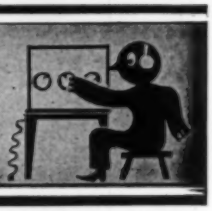


Total Retail Sales for 1945 In WMBG'S Primary Area Totalled $328,451,000

In this Major Market
USE **WMBG**
NBC IN RICHMOND, VA.
5000 WATTS

REPRESENTED BY JOHN BLAIR & CO.

TECHNICAL



BERNARD ASSOC., consulting radio engineering firm, has been organized at 4304 Melrose Ave., Hollywood. Firm will work in AM, FM, television and facsimile.

RAYTHEON MFG. Co., broadcast equipment division, Chicago, has announced completion of developmental work on a new type of frequency modulator, Cascade Phase Shifter, used in all models of firm's FM transmitters. Using standard tubes and a single low frequency crystal, direct crystal control of the carrier frequency is obtained which requires a multiplication of only 972.

LOUIS McC. YOUNG, released from AAF as lieutenant colonel, has returned to KMOX St. Louis as chief engineer. **HARRY HARVEY**, who filled that post during the war, has been appointed chief engineer in charge of building operations at station's new transmitter.

JOHNNY McARDLE, technician at KEX Portland, Ore., is the father of a girl, Betty Jo.

LIEUT. COL. FRANK SHANNON, technician at WCAU Philadelphia, has been called back to active Army duty to check radio equipment to be used on a B-29 that is flying from Honolulu to Egypt, via the North Pole.

EDWARD PHILBRICK, control engineer at WEEI Boston, is the father of a girl, Audrey.

DONALD SAUNDERS has been promoted at WTOP Washington to assistant supervisor of audio engineering. He will be in charge of technical operations during evening hours. Mr. Saunders has been with CBS owned outlet for 12 years, except for 1941-1945 period when he served in Navy as lieutenant commander in charge of various phases of radio and radar operations.

SIMPLIFIED MODERN design is keynote of this new 1 kw AM transmitter, the RA-1000, now being delivered by Raytheon Mfg. Co., Chicago. With improvements in circuit design, the new model meets specific needs of medium power broadcast stations.

BILL DUNBAR has been promoted at WOW Omaha to assistant chief control room operator.

DR. R. O. CURRY has been appointed audio and accoustical engineer for Farnsworth Television and Radio Corp., Fort Wayne, Ind. He previously has been engaged in audio research for firm's Capehart Division.

FRANK C. GOW has been appointed by WROL Knoxville, Tenn., as station director in charge of all studio and transmitting personnel and operations, his immediate objective being the installation and initiating of operations of station's FM transmitter and the installation of improved AM facilities. He formerly was with RCA Labs., New York and Chicago.

WALLY C. RIPPEL, formerly an engineer with NBC Hollywood, has joined ABC Hollywood, assigned to network's studio and field operations.

Staff Announced

HERBERT W. BROWN, co-partner in Central Valley Radio, licensee of KCVR Lodi, Calif., which was to hold formal dedication Aug. 1, is general manager of the station. David Brown, co-partner, is acting as production manager. Staff includes: Jimmy Smith, chief engineer, formerly with KFBK Sacramento and KWG Stockton, Calif.; Hal O'Donnell, program director, previously with KSRO Santa Rosa, Calif., and KORE Eugene, Ore., Hurschel McKenzie, operator-announcer, from KTFI Twin Falls, Idaho; Clare Starky, operator-announcer. KCVR operates on 1570 kc with 250 w.

Engagement Announced

JOAN McNEE of the mail room at KYW Philadelphia, and John Maguire, formerly of station's program department and just released from the Navy, have announced their engagement.

Summer Decline Is Shown by Pulse

Drop of 3.3 in New York Audience Is Indicated

THE SUMMER decline in radio listening was evident in the July New York radio audience listing published by the Pulse Inc., New York. Average quarter hour sets-in-use dropped to 21.5 in July from 24.8 for June. The July level for this year compared favorably with last year's when average sets-in-use per quarter hour was 20.9.

The top ten evening shows reported by the Pulse for July were: Walter Winchell, 21.3; Mr. District Attorney, 14.3; Aldrich Family, 13.0; Can You Top This, 12.0; Suspense, 10.7; Sealtest Village, 10.7; Lights Out, 10.7; Chase-Sanborn program, 10.7; Tommy Dorsey, 10.7; Harriet Parsons, 10.7.

Top ten daytime shows listed for July were: 8 a. m. news, WOR, 5.9; Kate Smith Speaks, 5.8; Breakfast in Hollywood, 5.8; Make Believe Ballroom, 5.6; Helen Trent, 5.5; Our Gal Sunday, 5.5; When a Girl Marries, 5.5; Big Sister, 5.4; Portia Faces Life, 5.3; Bachelor's Children, 5.3.

Top ten programs listed for Saturday and Sunday daytime were: Counterspy, 8.0; Children's Hour, 6.7; Make Believe Ballroom, 6.3; G. Putnam, News, 6.3; Frank Kingdon, 6.3; C. McCarthy, News, 6.3; Baseball WHN Sunday 6.0; One Man's Family, 6.0; Sheaffer Parade, 5.3; Baseball WINS Sundays, 5.3; Bing Crosby Records, WNEW, 5.3.

To Negotiate

THE INTERNATIONAL Alliance of Theatrical Stage Employes is scheduled to resume negotiations early this week with the four networks for new contracts for radio stage hands. Current contracts terminate Aug. 31.

Doyle Now Partner

CHESTER J. DOYLE, former CBS Hollywood account executive and recently named Los Angeles manager of George D. Close Inc., newspaper representative, has been made partner in firm.

"Gosh—another public interest announcement by WFDF Flint!"

"OUTDOOR LIFE TIME"

Produced
in association with
OUTDOOR LIFE Magazine

the 15-minute, open-end transcribed outdoors program
that has **EVERYTHING!**

- A ready-made audience numbering more than 20,000,000 hunters and fishermen.
- Unprecedented point-of-sale promotion; optional mail-pulling contest.

Sponsored Successfully
in many important cities, including
DENVER, HARTFORD, KNOXVILLE, OKLAHOMA CITY, PHOENIX, TUCSON, HALIFAX, Canada

For Audition Recording write, wire or phone

RICHMAN PRODUCTIONS
10 East 43rd St., New York 17, N. Y. MUrrayhill 2-5854

Co-ops Will Stay, Admen Informed

"CO-OPS are here to say," asserted Adrian Samish, vice president in charge of programming for ABC, at monthly luncheon meeting of Export Advertising Assn. held last Wednesday at Belmont-Plaza Hotel, New York.

He said that co-operative programs "fill a need" and that "through co-op activity the local station and the local sponsor can present a quality program at a price they can afford."

National advertisers can cover test markets or can present a program of national quality in regional markets," he pointed out. "Time on a single station may be purchased to determine whether or not radio will sell the clients goods, or a region where sales are weak, can be blanketed by the purchase of a co-op on all the stations in that region, while still another sponsor or several sponsors may purchase the program in other areas."

Syndicated programs accomplish two things, Mr. Samish said. They assure radio of "new sponsors" and "good programming."

"Because local sponsors and local stations are directly in touch with the audience in their own community, the co-op is given its test in the fastest possible manner," he added. "The local merchant, if successful, knows that his audience wants or soon finds out. Here then we have an ideal testing ground for a program."

He also told the group that "back to back programming helps to build audiences."

No Radio Book

NATIONAL POLITICAL ACTION COMMITTEE of the Congress of Industrial Organizations will not print a radio handbook this year. In place of the 1944 style book, which described how the PAC members could run radio programs, this year PAC will send out mimeographed pamphlets giving station rates and quoting FCC regulations on union use of the air.

BEST 50,000 WATT BUY OF THE WEEK

Robert Q Lewis

Sensational young disc jockey with a unique sales-pulling personality. Available Participation Basis.

5-6 pm • 9-10 pm weekdays

WHN NEW YORK

Represented by RAMBEAU

ALLIED ARTS

JAMES H. NEW, with legal department of CBS since 1942, with exception of three years in Army, has been appointed legal counsel to the Washington office of CBS. While in service he was on staff of General MacArthur.

JOHN T. PARKERSON, former Washington manager of Press Wireless, has been appointed commercial manager of the company. He will spend three days of each week at the Capital and three in New York City. Serving with Press Wireless in various capacities since 1938, Mr. Parkerson has been Washington manager since Jan. 1942. He opened company's office in Berne, Switzerland, after the fall of France, and was co-manager of the Paris office. Prior to joining Press Wireless, Mr. Parkerson was business manager of Transradio Press.

A. M. (Max) HAGE has been appointed San Francisco manager of Universal Recorders, transcription division of Universal Broadcasting Co., San Francisco and Hollywood. Mr. Hage formerly was with newsroom of NBC New York, had previously handled special radio services for United Press.

Mr. Hage

CARL F. KRAATZ, former account executive of Schwimmer & Scott, Chicago, has been elected president of Teleways Radio Productions, Hollywood packager of live and transcribed shows. He succeeds EDWARD McELROY, Los Angeles advertising agency head, who continues a stockholder in firm. JOSEPH A. RICKETTS, former executive vice president of Teleways, has been made secretary-treasurer, with CHARLES A. KENNEDY continuing as vice president and sales manager. Mr. Kraatz will supervise all production and general operations. On a 52-time basis, firm has started production of a new transcribed half hour musical "The Allan Jones Show."

FRANKLIN O. PEASE, manager of Radio's Reliable Resources, Philadelphia (industry employment agency), has returned to his desk following recovery of a sprained back, suffered in a fall down a flight of stairs.

KEVIN SWEENEY, manager of Fletcher Wiley Productions, Hollywood, is in New York to confer with GORDON HALL, newly appointed Pittsburgh director of "Housewives Protective League" program which starts on WCAE Aug. 12. Participating in conference also will be GALEN DRAKE, HPL New York director, and JOHN TRENT, in charge of the New England version of that program.

MILTON R. RACKMIL, vice president and treasurer of Decca Records, New York, has been named executive vice president of the firm. HARRY G. KRUSE, vice president of Decca Distributing Corp., and LEONARD W. SCHNEIDER, director of advertising and sales promotion for the company, have been elected vice presidents. SAMUEL YAMIN is now secretary, LOUIS A. BUCHNER treasurer, ISABELLE MARKS assistant secretary and IRVING WIENER assistant treasurer. DAVID KAPP continues as vice president in charge of recording.

JOHN P. HEARNE, FCC regional attorney in San Francisco, is to resign shortly to enter private practice. RAY LEWIS, FCC investigator, will succeed him.

FRITZ FRANKE, assistant sales manager of Hallicrafters Co., Chicago, has been reappointed chairman of the Marine Section, Transmitter Division, of the Radio Manufacturers Association.

JUSTUS E. HATTEMER, after service with the Army as lieutenant colonel, has been appointed general manager of Kenyon Research Corp., New York, subsidiary of Kenyon & Eckhardt, New York. Before the war Mr. Hattemer was chief of the facts department at Kenyon & Eckhardt.

FINCH TELECOMMUNICATIONS, Passaic, N. J., manufacturer of facsimile equipment, has appointed Graybar Electric Co., New York, as distributor for all its facsimile products. Appointment provides sales and distribution of Finch products through 91 Graybar sales offices and warehouses in principal cities.

TELEVISION PRESS CLUB of New York, inactive for a year, has announced a series of monthly meetings to be held the second Wednesday of each month, beginning in September. Group also is planning one or more awards for the outstanding writing on television for the year 1946.

Hit Scripts

A COLLECTION of hit radio scripts by famous writers during the past 10 years has been gathered by Milton Krents Associates of New York, according to a brochure just released by that firm. Mr. Krents holds exclusive performance rights to the scripts and is making them available for repeat performances. Authors include Norman Corwin, Archibald MacLeish, Stephen Vincent Benet, Arch Oboler and Millard Lampell.

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THE VOICE OF MUTUAL IN WILMINGTON, DELAWARE

ACTIONS OF THE FCC

JULY 25-AUG. 1

Decisions . . .

JULY 26

BY COMMISSION EN BANC

AM—1230 kc

White Mountain Bcstg. Co., Berlin, N. H.—Granted CP new station 1230 kc, 250 w, unlimited time.

AM—1450 kc

The Altus Bcstg. Co., Altus, Okla.—Granted petition insofar as it requests grant of application (Docket 7458) without hearing. Adopted order granting CP for new station 1450 kc, 250 w, unlimited time, provided grant of application is made subject to condition that applicant, within 60 days from this action, file an application for modification of permit specifying a transmitter site and antenna system meeting requirements of standards.

License Renewals

WIND Chicago—Granted renewal of license for main and auxiliary for period ending May 1, 1949.
KFQD Anchorage, Alaska—Same.
WDBO Orlando, Fla.—Same.
KOH Reno, Nev.—Granted renewal of license for period ending May 1, 1949.
KVOS Bellingham, Wash.—Same.
KXOK St. Louis—Same.
WILL Urbana, Ill.—Same.

Special Authorizations

KSOO and KELO Sioux Falls, S. D.—The Commission, on its own motion, ordered that special temporary authorization for continued operation of KSOO and KELO be extended until Oct. 1, 1946.

WOKO Albany, N. Y.—The Commission, on its own motion, ordered that special temporary authorization for continued operation of WOKO be extended to Nov. 1, 1946.

AM—730 kc

Ernest E. Forbes Jr., tr/as Magic City Bcstg. Co., Birmingham, Ala.—Granted petition requesting that Commission waive provisions of Sec. 1.369 of its rules, relative to repetitious applications, insofar as it applies to petitioner, and to accept for filing his application for new station in Birmingham. Commission waived said Sec. 1.369 and accepted for filing application of Magic City Bcstg. Co. for new station in Birmingham, Ala., 730 kc 1 kw daytime only.

AM—1590 kc

WAKR Akron, Ohio—Granted CP make changes in directional antenna for night use and make changes in ground system.

AM—1450 kc

Southeastern Bcstg. Co., Clanton, Ala.—Designated for hearing application for new station 1450 kc 250 w unlimited time, WSFA to be made a party to hearing.

AM—550 kc

Tar Heel Bcstg. System and Sampson Bcstg. Co., Clinton, N. C.—Designated for consolidated hearing applications of Tar Heel Bcstg. System and Sampson Bcstg. Co., both requesting 550 kc 1 kw daytime only at Clinton.

AM—1240 kc

Miller Assoc. and Mahoning Valley Bcstg. Corp., Youngstown, Ohio—Designated for consolidated hearing application of Miller Assoc. with application of Mahoning Valley Bcstg. Corp., both requesting 1240 kc 250 w unlimited time at Youngstown.

AM—1230 kc

Parkersburg Bcstg. Co. and Raymond Kandel, Parkersburg, W. Va.—Designated for consolidated hearing applications of Parkersburg Bcstg. Co. and Raymond Kandel, both requesting 1230 kc 250 w unlimited time at Parkersburg.

AM—1490 kc

Midland Bcstg. Co. and Rich Publishing House, Midland, Mich.—Designated for consolidated hearing applications of Midland Bcstg. Co. and Rich Publishing House, both requesting 1490 kc 250 w unlimited time at Midland.

AM—1230 kc

Pecos Valley Bcstg. Co. and McEvoy Bcstg. Co., Roswell, N. M.—Designated for consolidated hearing applications of Pecos Valley Bcstg. Co. and McEvoy Bcstg. Co., both requesting 1230 kc 250 w unlimited time at Roswell.

AM—1110 kc

Tri-City Bcstg. Co., Newport, Ky. and Moraine Broadcasters, Dayton, Ohio—Designated for consolidated hearing applications of Tri-City Bcstg. Co. and Moraine Broadcasters, requesting same facilities in Newport and Dayton, respectively, 1110 kc 1 kw daytime only.

AM—1250 kc

Va.-Carolina Bcstg. Corp. and WBTM Danville, Va.—Designated for consolidated hearing applications of Va.-Carolina Bcstg. Corp. for new station 1250 kc 5 kw unlimited time DA-N, with application of WBTM as amended to change frequency from 1400 to 1250 kc, increase 250 w to 1 kw-LS, 5 kw night, install DA for nighttime use, unlimited time.

AM—1450 kc

Mansfield Bcstg. Co., Mansfield, Ohio—Designated for hearing application for new station to operate on 1450 kc with 250 w, unlimited time, and Radio-Ohio Inc., licensee of WBNS at Columbus, is made party to proceeding.

AM—1400 kc

Statesville Bcstg. Co., Statesville, N. C.—Designated for hearing in consolidation with application of News Publishing Co. (Docket 7607), Charlotte, N. C., the application of Statesville Bcstg. Co. for new station at Statesville, 1400 kc 250 w unlimited time.

AM—1240 kc

Western Empire Broadcasters, San Bernardino, Calif.—Designated for hearing application of Western Empire Broadcasters requesting 1240 kc 250 w unlimited time, with application of Woodrow Miller (Docket No. 7558), seeking same facilities.

AM—1340 kc

Timberwolf Bcstg. Co., El Paso, Tex.—Designated for hearing application of Timberwolf Bcstg. Co. for new station 1340 kc 250 w unlimited time in consolidation with applications of Seaman & Collins (Docket 6875), Sunland Bcstg. Co. (Docket 7073) and Del Norte Bcstg. Co. (Docket 7534), all requesting same facilities at El Paso.

AM—1230 kc

Voice of Borger, Borger, Tex.—Designated for hearing application of Voice of Borger requesting 1230 kc 250 w unlimited time, in consolidated proceeding with application of Panhandle Bcstg. Corp. (Docket 7575) requesting same facilities at Amarillo.

AM—1540 kc, 1530 kc

Huntington Bcstg. Co., Huntington Park, Calif., and Hollywood Community Radio Group, Gardena, Calif.—Designated for hearing in consolidated proceeding the application of Huntington Bcstg. Co. for new station 1540 kc 5 kw daytime only, with application of Hollywood Community Radio Group for 1530 kc 1 kw daytime only.

AM—1240 kc

Southeastern Bcstg. Co. and Somerset Bcstg. Co., Somerset, Ky.—Designated for hearing in consolidated proceeding applications of Southeastern Bcstg. Co. and Somerset Bcstg. Co., each requesting new station 1240 kc 250 w unlimited time at Somerset.

AM—730 kc

Bluff City Bcstg. Co., Memphis, Tenn., and Kennett Bcstg. Corp., Kennett, Mo.—Designated for consolidated hearing application of Bluff City Bcstg. Co. for new station 730 kc 250 w unlimited time at Memphis, with application of Kennett Bcstg. Corp. for new station in Kennett, Mo., to use 730 kc 1 kw daytime only.

AM—1490 kc

Community Service Bcstg. Corp. of Amsterdam, N. Y., Amsterdam Broadcasters, Amsterdam, N. Y., and WSAT Inc., Schenectady, N. Y.—Designated for consolidated hearing applications of Community Service Bcstg. and the Amsterdam Broadcasters with application of WSAT Inc., each requesting 1490 kc 250 w unlimited time at Amsterdam and Schenectady respectively.

In order that FCC may be kept fully advised on progress of FM construction and to prevent unnecessary delays, information is being requested of FM permittees on special questionnaire, which in future will accompany newly granted CPs [BROADCASTING, July 29].

Following FM application was removed from hearing docket and given conditional grant, subject to engineering approval: Chronicle Publishing Co., San Francisco, class B station.

Scripps Howard Radio, San Francisco—Granted petition to dismiss without prejudice application for FM station (Docket 7685).

The following FM stations were granted final CPs (power is given in effective radiated power; antenna height given is height average terrain):

Lehigh Valley Bcstg. Co., Allentown, Pa.—Class B, channel 240, 95.9 mc, 8 kw, antenna 700 ft.

WKST Inc., New Castle, Pa.—Class B, channel 273, 102.5 mc, 8.4 kw, antenna 390 ft.

Laurence W. Harry, Fostoria, Ohio—Class A, channel 286, 105.1 mc, 370 w, antenna 5,280 ft.

The Capital Bcstg. Co., Annapolis, Md.—Class B, channel 261, 100.1 mc, 15.0 kw, antenna 576 ft.

The Tuscora Bcstg. Co., Dover, Ohio—Class A, channel 288, 105.5 mc, 700 w, antenna 287 ft.

Radio Bcstg. Corp., Twin Falls, Idaho—Class B, channel 241, 96.1 mc, 2.5 kw, antenna 390 ft.

Keystone Printing Service, Waukegan, Ill.—Class B, channel 251, 98.1 mc, 4.0 kw, antenna 315 ft.

The Bethlehems' Globe Publishing Co., Bethlehem, Pa.—Class B, channel 234, 94.7 mc, 10 kw, antenna 630 ft.

Democrat Printing Co., Durant, Okla.—Class B, channel 276, 2.9 kw, antenna 365 ft.

Uniontown Newspapers, Uniontown, Pa.—Class B, channel 243, 96.5 mc, 1.1 kw, antenna 140 ft.

Washtenaw Bcstg. Co., Ann Arbor, Mich.—Class B, channel 277, 103.3 mc, 2 kw, antenna 315 ft.

WHBY Inc., Green Bay, Wis.—Class B, channel 268, 101.5 mc, 9.5 kw, antenna 410 ft.

R. G. LeTourneau, Toccoa, Ga.—Class B, channel 249, 10 kw, antenna 910 ft.

Home News Publishing Co., New Brunswick, N. J.—Class A, channel 282, 104.3 mc, 1 kw, antenna 170 ft.

A. H. Belo Corp., Dallas, Tex.—Class B, channel 232, 94.3 mc, 37 kw, antenna 470 ft.

Hawley Bcstg. Co., Reading, Pa.—Class B, channel 226, 93.1 mc, 9.0 kw, antenna 712 ft.

Minnesota Bcstg. Co., Minneapolis—Modified CP for class B station, channel 246, 97.1 mc, 400 kw, antenna 490 ft.

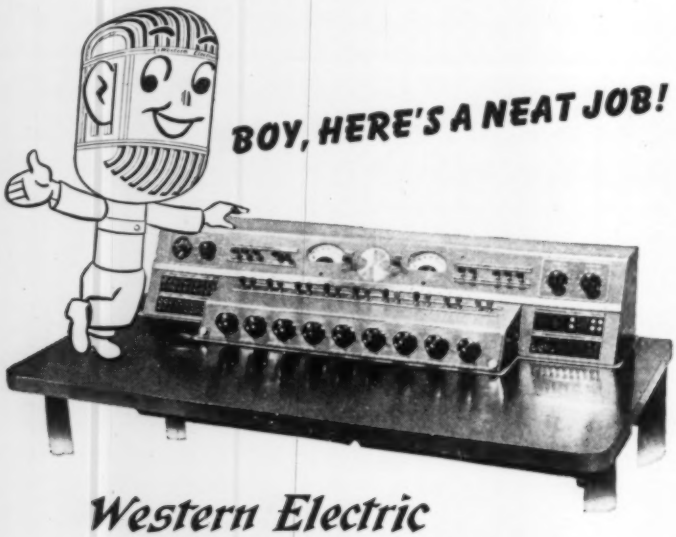
Licenses of 47 standard stations were further extended on temporary basis for period ending Oct. 1, 1946, pending determination upon applications for license renewal; licenses of 76 standard stations were extended on temporary basis for same period pending same determination (see story page 44).

WWDC Washington, D. C.—Granted extension of authority for waiver of Secs. 2.53 and 13.61 of Commission's rules so as to permit operation of synchronous amplifier by remote control from main transmitter location, for period Aug. 1 to Oct. 1, upon same terms and conditions as existing authorization for such operation.

Following experimental television stations were granted renewal of license for period ending Feb. 1, 1947:

W2XVT Allen B. DuMont Labs., W10XAD W10XAE W10XAF Philco Prod.

(Continued on page 74)



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FCC Actions

(Continued from page 72)

ucts; W2XJT Jamaica Radio Television Co.

Following ST broadcast stations were granted renewal of licenses for period ending April 1, 1947:

W2XEO Capitol Broadcasting Co.; W2XBD General Electric Co.; W4XGG Gordon Gray; W9XMB The Moody Bible Institute of Chicago; W2XYP CBS; W1XVJ Westinghouse Radio Stations.

W2XWE (WOKO Inc), Albany, N. Y.—Facsimile broadcast station license was further extended upon temporary basis only, for period ending Nov. 1, 1946, pending determination upon application for renewal.

ACTION ON MOTIONS BY COMMISSIONER HYDE

Queen City Bcstg. Co., Cincinnati—Denied petition requesting Commission to reopen record in hearing on its application and applications of WLAP (Docket 6973) and Scripps Howard Radio (Docket 6971), to receive additional testimony.

Illinois Valley Bcstg. Co., Peoria, Ill.—Granted motion to amend application for new FM station (Docket 7588), so as to supply complete engineering information, etc. Amendment was accepted.

Big Sioux Bcstg. Co., Sioux Falls, S. D.—Granted petition requesting leave to amend application for CP (Docket 7632) so as to specify 1270 kc with 1 kw DA-night, instead of 1340 kc with 250 w etc. Amendment was accepted and application removed from hearing docket.

James Valley Bcstg. Co., Huron, S. D.—Commission on its own motion removed from hearing docket (Docket 7055), application of James Valley Bcstg. Co. which was set for consolidated hearing with above application of Big Sioux Bcstg. Co.

Mobile Bcstg. Co., Mobile, Ala.—Granted petition to amend application for CP (Docket 7482) so as to specify new transmitter site; show new engineering data etc. Amendment was accepted.

Illmo Bcstg. Co., Quincy, Ill.—Granted petition for leave to amend application for CP (Docket 7651) so as to show revised programming plans etc. Amendment was accepted.

Port Arthur Bcstg. Co., a partnership, Port Arthur, Tex.—Granted petition for leave to amend application for CP (Docket 7579) so as to show revised installation costs etc. Amendment was accepted.

Tri-City Bcstg. Co., Goose Creek, Tex.—Granted petition for leave to amend application for CP (Docket 7669) so as to specify 1360 kc with 1 kw DA instead of 1490 kc 250 w, non-directional etc. Amendment was accepted and application removed from hearing docket.

I & E Bcstg. Co., Dayton, Ohio—Granted petition for leave to amend application for CP (Docket 7586) so as to specify 910 kc instead of 900 kc. Amendment was accepted.

Piedmont Publishing Co., Winston-Salem, N. C.—Granted petition for leave to amend application for FM station (Docket 6045) so as to supply complete engineering information. Amendment was accepted.

Mid-State Bcstg. Co., Peoria, Ill.—Granted petition for leave to amend application for FM station so as to supply complete engineering data. Amendment was accepted.

WHYN Holyoke, Mass.—Granted petition for leave to dismiss without prejudice its application for CP.

KVPS Cape Girardeau, Mo.—Granted petition for leave to amend its application for CP (Docket 7130) so as to show a modified directional antenna design etc. Amendment was accepted.

Atlanta Radio Enterprises, Atlanta, Ga.—Granted petition to dismiss without prejudice its application for CP.

Piedmont Bcstg. Corp., Danville, Va.—Granted petition requesting leave to amend application for new FM station (Docket 7396) so as to show changes in ownership of applicant corporation etc. Amendment was accepted and application removed from hearing docket.

Roanoke Bcstg. Corp., Roanoke, Va.—Granted petition for leave to amend application for new FM station (Docket 7395) so as to show changes in ownership of applicant corporation. Amendment was accepted and application removed from hearing docket.

Lakeshore Bcstg. Co., Port Arthur, Tex.—Granted petition for leave to amend application for CP (Docket 7300) so as to specify new transmitter site etc. Amendment was accepted.

KVPS Cape Girardeau, Mo.—Granted petition for continuance of hearing on its application for CP (Docket 7130), now scheduled July 31, and continued said hearing to Sept. 16.

West Central Bcstg. Co., Peoria, Ill.—Granted petition for leave to amend application for new FM station (Docket 7686) so as to specify new transmitter site; incorporate revised engineering information etc. Amendment was accepted.

The Commission on its own motion July 25 continued indennitely hearing now scheduled for Aug. 12 in San Francisco before Commissioner Wakefield, on application for new FM stations in San Francisco area.

JULY 30

BY THE ADMINISTRATIVE BOARD

WEDO McKeesport, Pa.—Granted modification of CP which authorized new station to change type of transmitter.

WJOY Burlington, Vt.—Granted modification of CP which authorized new station to change type of transmitter, for approval of antenna and approval of transmitter and studio locations at Williston Rd., Burlington, Vt.

WFOX Milwaukee, Wis.—Granted modification of CP which authorized new station, to change type of transmitter, for approval of antenna and approval of transmitter and studio locations at 739 N. Broadway, Milwaukee.

WHMA Anniston, Ala.—Granted CP install new vertical antenna and ground system and move transmitter from Noble and 14th St. to all of Block 63, between 15th and 16th and Crawford and Boynton Sts., Anniston, Ala.

KFI Los Angeles—Granted CP install new vertical antenna.

WLOE Leaksville, N. C.—Granted modification of CP which authorized new station, for changes in transmitting equipment, for approval of antenna and approval of transmitter and studio locations at Tuttle St., Leaksville, and Blvd. St., near Pine Ave., Leaksville, N. C. respectively.

KGKY Scottsbiuff, Neb.—Granted CP install new transmitter.

WEGO Concord, N. C.—Granted CP install new transmitter.

KWWB Walla Walla, Wash.—Granted modification of CP which authorized new station, to change type of transmitter, for approval of antenna and approval of transmitter and studio locations near corner of 2d St. & Cordiner St., Walla Walla. Permittee hereunder is granted waiver Secs. 3.53(b) and 3.60 of the Commission's rules; conditions.

WRHP Tallahassee, Fla.—Granted modification of CP which authorized new station, to change type transmitter, for approval of antenna and approval of transmitter and studio locations at East Park Ave., Tallahassee, and 200 block N. Monroe St. (Floridian Hotel), Tallahassee, respectively.

KOOS Coos Bay, Ore.—Granted CP install new transmitter.

WLOL Minneapolis—Granted modification of CP which authorized increase in power etc., to change type of transmitter.

Miami Bcstg. Co., Miami, Fla.—Granted special temporary authority to operate on channel 238, 95.5 mc, using 250 w GE transmitter, with bent dipole antenna on WQAM tower, for period of 90 days from date of grant.

By Commission July 17

WNOE New Orleans, La.—Denied petition for review of action of presiding officer of the motions docket on June 28, scheduling petitioner's application for CP (Docket 6346), and the application of Deep South Bcstg. Corp., New Orleans (Docket 7117), for hearing in Washington July 22, and denying petitioner's petition requesting that hearing be scheduled in New Orleans, in Sept. 1946, and affirmed said action of the presiding officer of the motions docket.

JULY 31

The Commission July 25 adopted memorandum opinion granting petition of Cherokee Bcstg. Corp. for reconsideration of Commission action of April 10, 1946, granting without hearing application of Middlesboro Bcstg. Co. for a CP new station at Middlesboro, Ky.; set aside said grant; designated for hearing in consolidated proceeding applications of Middlesboro Bcstg. Co. and Cherokee Bcstg. Corp. for CPs 1450 kc 250 w unlimited time at Middlesboro, Ky. and Morristown, Tenn., respectively.

BY ADMINISTRATIVE BOARD

WLCS Baton Rouge, La.—Granted modification of CP which authorized new station, to change type of transmitter, change in antenna and approval of studio location at 204 North St., Baton Rouge, and extend commencement and completion dates to 60 days after grant and 180 days thereafter, respectively. Permittee granted waiver Secs. 3.55(b) and 3.60 of Commission's rules; conditions.

WPIK Alexandria, Va.—Granted modification of CP which authorized increase in power and installation of new transmitter, to change type transmitter. Permittee granted waiver Secs. 3.55(b) and 3.60 of Commission's rules; conditions.

WSAU Wausau, Wis.—Granted CP install new transmitter.

KQEA Albuquerque, N. M.—Granted modification of CP which authorized new station, for approval of antenna and approval of transmitter and studio locations at Indian School Rd., approximately 2 miles NW of Albuquerque, and 520 W. Coolidge Ave., Albuquerque, respectively.

KSO Des Moines—Granted modification of CP which authorized changes in DA for night use etc., to install new transmitter, make changes in DA for night use and install FM antenna on top of NW tower (No. 0), and extend commencement and completion dates to 60 days after grant and 180 days thereafter.

WPBP Mayaguez, P. R.—Granted modification of CP which authorized new station, to change transmitter and studio locations from near Christi St

(Continued on page 77)

Hearings This Week

Subject to Last Minute Change by FCC

MONDAY, AUGUST 5, New York City

Missionary Society of St. Paul the Apostle, New York—CP 1130 kc 10 kw unlimited.

WNEW New York—CP 1130 kc 50 kw unlimited DA-N. Also license renewal.

Other participants—Richard E. O'Dea, KWKH Shreveport, La., intervenors.

MONDAY AND TUESDAY, AUGUST 5-6, Washington, D. C.

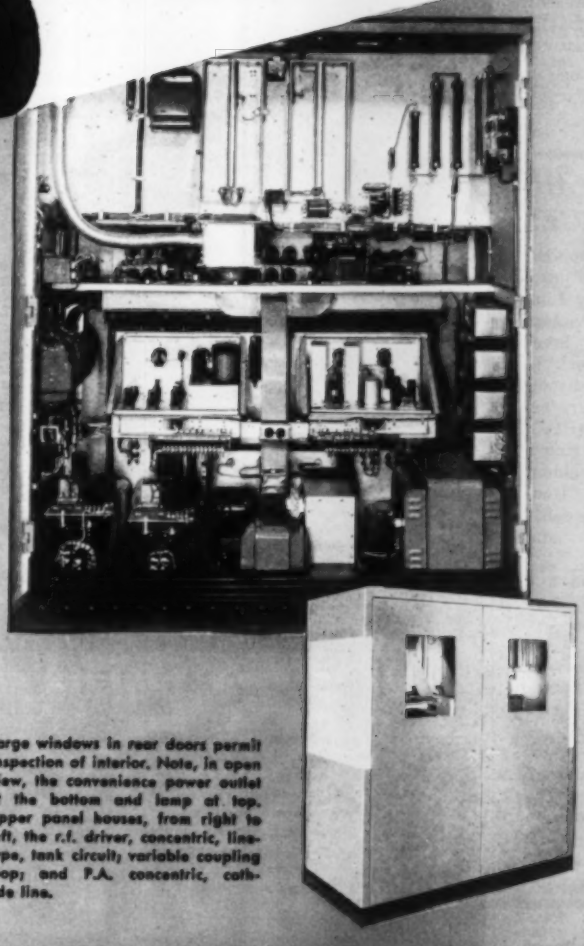
In the matter of clear channel broadcasting in the standard broadcast band; oral argument before Commission en banc.

Stereophonic Radio

NETHERLANDS Radio has broadcast a performance of stereophonic broadcasting, in what Netherlands Information Bureau calls "a premier performance for Europe, and as far as is known for the entire world." Listeners in Holland, Belgium, France and Britain as well as the Dutch press were said to be highly enthusiastic over the system which makes use of two microphones, each with a different wave length. Two sets are used for reception, each tuned to one of the two wage lengths, and placed at right angles. Result is said to be "three dimensional" listening.

The Inside Story of New Operating Advantages

. . . BACKED BY THE OPINIONS OF FM OPERATORS IN 56 CITIES IN 22 STATES



Large windows in rear doors permit inspection of interior. Note, in open view, the convenience power outlet at the bottom and lamp at top. Upper panel houses, from right to left, the r.f. driver, concentric, line-type, tank circuit; variable coupling loop; and P.A. concentric, cathode line.

If you want a solid basis for analyzing transmitter design, here's one of the best: the opinions of 162 station owners and operators.

Westinghouse used your expert counsel to help design modern FM transmitters with the features you want most. For example, 92% declared the vertical open arrangement was best and 94% thought air-cooled tubes extremely important. These new Westinghouse transmitters have both:

Example: Quiet, efficient blower directs rapidly changing filtered air over all tubes to insure clean, cool operating conditions at all times. Dust-tight covers provided for plug-in units.

Example: Quick, easy servicing with the vertical open arrangement of the interior.

This inside story of the new advantages in Westinghouse FM transmitters is backed by even more features you have asked for. New 270° meters and indicating instruments are at eye level. All overload protection is fuseless . . . construction makes installation easy. Excellent shielding at 100 mc is also insured.

The combination of Westinghouse engineers and station operators is a natural one, for Westinghouse men have an unmatched background in actual station experience in five FM and six AM stations. Write your nearest Westinghouse office today for the facts. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

J-02083-A

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Electronics at Work

This new book gives you the complete picture story of the operating advantages built into Westinghouse transmitters and the way operators approved them. Ask for your copy of B-3829.

Hon. Paul Kizenberger
N. W. Ayer & Son, Inc.
New York City

Dear Paul:
It's a good thing Jesse James ain't hereabouts these days or I'm sure he'd be headin' towards Charleston. Bank clearings for the first five months of 1946 totalled 124 million dollars —20 million more than the same period in 1945. I'm not much on figures, but when it comes to dollar bills, I reckon that's a lot of them. But like I've been writin' all along, we not only have coal, oil, gas and the largest chemical plants in the world, but there's also GOLD IN THESE HILLS!

Yrs.
Algy

WCHS
Charleston, W. Va.

SERVING RICH 4th TEXAS' CITY

KGBS

Harlingen "Hub of the Valley"

The Only CBS OUTLET FOR TEXAS' LOWER RIO GRANDE VALLEY

McHenry Tichenor, Pres.
Troy McDaniel, Mgr.

Nationally Represented by
HOWARD H. WILSON COMPANY

SPRAGUE, WARNER Co., Chicago, a division of Consolidated Grocers Corp., has appointed Weiss & Geller as its advertising agency. Radio will be used.

BYRON BONNHEIM, radio director of Esquire Magazine, and **ALLAN FISHBURN**, production head of Schwimmer & Scott, are in New York to handle recording of first "Esquire Fashion Parade" program. Series starts Sept. 2, is to be sponsored in major markets by department and men's wear stores.

RICHARD I. ROBINSON, assistant advertising manager of Phillips-Jones Corp., New York (Van Heusen products), has been appointed advertising manager of the firm.

SALLY SHOPS of California, Los Angeles (women's specialty stores), has appointed Ross, Gardner & White Adv., Los Angeles, to handle regional advertising. Radio is contemplated.

LEO J. LeFAVE ENTERPRISES, Los Angeles (Rose Bowl Midget Auto Races), Aug. 15 starts using total of 800 spots weekly on KFAC KFVD KFWB KGER KGFJ KIEV KMPC KLAC KNX KXLA KRKD KWKW. Contract is for 15 weeks. Agency is Tullis Co., Los Angeles.

VOICE OF CHINA Inc., Los Angeles (religious), is sponsoring the six weekly 15-minute transcribed "Voice of China" on six stations nationally: KGER KWKW KXL KFNF WJBK WEEU. Others will be added to list. Placement is through Tom Westwood Adv., Los Angeles.

JULES DEUTSCH has been appointed assistant to **JOSEPH H. WARD**, executive vice president of Noma Electric Corp., New York. He will be in charge of industrial engineering, plant layout and production. Mr. Deutsch was promoted from his post as plant manager of The Glolite Corp., Chicago, affiliated firm.

EVERSHARP Inc., Chicago, announces following executive changes: **C. L. FREDERICK**, former vice president, Parker Pen Co., Janesville, Wis., elected executive vice president; **LARRY ROBBINS**, promoted from head, Eversharp's foreign and domestic sales, to senior vice president-general sales manager; **THOMAS EMERSON** heads domestic sales; **H. HUGH WILLIS**, formerly with Sperry Gyroscope Co., Great Neck, N. Y., elected vice president in charge of engineering, research and product development. **ALFRED C. HOWARD**, formerly with Fairbanks, Morse & Co., Beloit, Wis., has been named vice president in charge of manufacturing of Eversharp. **EDWIN P. HART**, formerly with Frazer & Torbet, Chicago, has been appointed controller of Eversharp in Chicago and **JOHN W. DEAN, JR.**, formerly with Firestone Steel Products Co., Akron, has been appointed manager of Eversharp's new Long Island City, N. Y., plant.

WESTCHESTER OIL TRADE Assn., Westchester, N. Y., Sept. 22 for 13 weeks starts sponsorship of a half-hour program, "Youth Speaks," on WFAS White Plains, N. Y., Sun. 3:30-4 p.m. Company plans to use radio more extensively in the future. Agency is S. Frederic Auerbach Co., New York.

LAURENTIAN AGENCIES, Montreal (Staze denture adhesive), Sept. 1 starts spot campaign on nine Canadian stations and plans to expand before year's end to 30 stations. Agency is J. J. Gibbons Ltd., Montreal.

SNUGGERN' A BUG in a rug is Henry Dupre, WWL New Orleans, seated on this pile of floor coverings at Russell Cleaners. The firm bought three quarter-hours a week of Henry's program and in six weeks got more rugs than it can handle all summer.

NATIONAL BREWING Co., Baltimore (National Premium beer and National Bohemian beer), has appointed Owen & Chappell, New York, as advertising agency effective Nov. 1, 1946. Agency plans to continue company's shows in Baltimore and Washington. Further use of radio is in discussion stage.

STUART PEABODY, in charge of advertising and public relations programs of The Borden Co., has been elected assistant vice president. **WILLIAM H. GURLEY**, in charge of exports and dry-milk sales, has been named vice president and executive director of manufactured milk products division. **WILLIAM F. LEICESTER**, president of Casein Co. of America, division of Borden, has been elected Borden vice president. He will have executive direction of adhesives, including casein and related specialties.

SPONSORS

NBC DENIES UNFAIR PRACTICES CHARGES

A DENIAL of charges that NBC was guilty of unfair labor practices was issued last week by John H. MacDonald, NBC vice president in charge of finance and labor trouble-shooter for the network, in a letter to Aaron Schneider, director of the United Office and Professional Workers of America (CIO).

Mr. MacDonald was answering a letter to Niles Trammell, president of NBC, and a telegram to "Donald H. McDonald," presumably himself, both of which were sent by Mr. Schneider.

"We flatly deny the existence of any systematic campaign of firing or any other interference with the lawful rights of our employes to organize," wrote Mr. MacDonald.

The UOPWA, which has lodged charges against NBC with the National Labor Relations Board, had requested a meeting with NBC executives to discuss the situation. But Mr. MacDonald pointed out that since the matter was now before the NLRB, the network did not feel that "anything would be gained at the present time by holding a further meeting with your representatives."

The CIO's UOPWA had alleged that NBC had discharged 12 employes because of their union activity. A UOPWA organizational campaign is now underway at the network.

Network Accounts

New Business

ROBERT SIMPSON Co., Toronto (chain department stores), Oct. 18 to start April 11 "Toronto Symphony Pops Concerts," Fri. 8-9 p.m. on 26 Trans-Canada and 8 French networks stations. Agency: Harry E. Foster Agencies, Toronto.

RCA-VICTOR, Montreal (receivers, records), Sept. 12 to start June 6 "RCA-Victor Show" on 25 Trans-Canada network stations, Thurs. 9:30-10 p.m. Agency: Spitzer & Mills, Toronto.

NORTHERN ELECTRIC Co., Montreal (electrical appliances, receivers), Oct. 7 starts to March 31 "Northern Electric Hour" on 31 Dominion network and 8 French network stations, Mon. 8-8:30 p.m. Agency: Harry E. Foster Agencies, Toronto.

TIP TOP TAILORS, Toronto (chain), Oct. 6 starts to March 30 "Music for Canadians" on 28 Trans-Canada network stations, Sun. 7:30-8 p.m. Agency: McConnell Eastman Co., Toronto.

Renewal Accounts

McMAHAN FURNITURE STORES, Santa Monica, Calif. (chain), Aug. 12 renews for 52 weeks "Knox Manning News" on 4 CBS Califrnia stations Mon. through Fri. 1-1:15 p.m. (PST). Agency: M-C-M Adv., Santa Monica, Calif.

BOWEY'S Inc., Chicago (Dairy-Rich products), Sept. 21 for 52 weeks renews "Stars Over Hollywood" on CBS, Sat. 12:30-1 p.m. Agency: Sorensen & Co., Chicago.

TUCKETT'S Ltd., Hamilton, Ont. (Buckingham cigarettes), Sept. 11 renews to June 4 "Curtain Time at Buckingham Theatre" on 29 Trans-Canada network stations, Wed. 9:30-10 p.m. Agency: MacLaren Adv., Toronto.

Net Changes

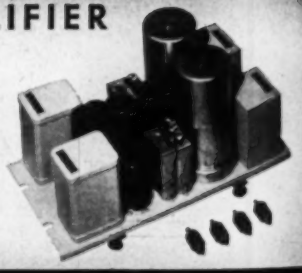
CONTINENTAL BAKING Co., New York, Sept. 30 switches "Bachelor's Children" on CBS Mon. through Fri. 10:45-11 a.m. to 11:30-11:45 a.m. Agency: Ted Bates Inc., N. Y.

PETER PAUL Inc., Naugatuck, Conn. (Mounds), Aug. 3 will drop sponsorship of "Charles Collingwood and the News" on CBS Sat. 6:45-7 p.m. Program will continue on network as sustainer. Agency: Platt-Forbes Inc., N. Y.

Worthy of an Engineer's Careful Consideration

TYPE 111-A AMPLIFIER

The 111-A Amplifier consists of two individual pre-amplifiers on a single chassis for use in high quality speech input equipment. Its compact unitized construction saves rack space. Input impedances of 30, 250 and 600 ohms; output impedance 600 ohms. It is quiet and has excellent frequency characteristics and ample power output with low distortion products.



The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK 37 W 65 St 23 | SAN FRANCISCO 1050 Howard St 3 | LOS ANGELES 1000 N Seward St 38

FCC Actions

(Continued from page 74)

Mayagues and Dr. Bascra St. No. 15, to Christie St. and Commercio 24, Mayaguez, respectively.

AUGUST 1

Following FM stations were granted renewal of licenses for regular period: WMLL WBAM WHEF WIP-FM WSBF WTAG-FM WTMJ-FM WNYC-FM WCAU-FM WLOU WFMN WABF WABW KOZY* KYW-FM* WABC-FM* WBBM-FM* WBZA-FM* WDUL* WEAF-FM* WEHS* WENA* WFIL-FM* WGTR* WGYN* WHFM* WMGM* WMIT* WMTW* WNBF-FM* WOWO-FM* WSM-FM* WTIC-FM WWZR*.

KHJ-FM Los Angeles—Present license extended upon temporary basis only for period ending Oct. 1 (Commissioner Jett voting to grant).

Commission issued 26 FM conditional grants, subject to engineering conditions; 12 final CPs were issued (see story page 80).

Santa Clara Bcstg. Co.; FM Radio & Television Corp., San Jose, Calif.—Designated for consolidated hearing FM application of Santa Clara Bcstg. Co. and application of FM Radio & Television Corp.

Hearst Radio; Tower Realty Co. and Radio Television of Baltimore, Baltimore—Designated for consolidated hearing FM applications of Hearst Radio, Tower Realty Co. and Radio-Television of Baltimore.

Bridgeport Herald Corp., Bridgeport, Conn.—Designated for hearing FM application of The Bridgeport Herald Corp. to be consolidated with applications of Yankee Network et al (Dockets Nos. 7462-7467); order heretofore issued in consolidated proceeding is amended to include application of Bridgeport Herald Corp.

These 18 FM applications for Los Angeles metropolitan area were designated for hearing in consolidated proceeding: Earle C. Anthony Inc., Standard Bcstg. Co., CBS, ABC, Consolidated Bcstg. Corp., The Times-Mirror Co., UAW-CIO, Southern Calif. Bcstg. Co., Hughes Tool Co., Los Angeles Bcstg. Co., The Voice of the Orange Empire, Radio Broadcasters, Echo Park Evangelistic Assn., The Hollywood Community Radio Group, Unity Bcstg. Corp. of California; KMPC, The Station of the Stars Inc., Cannon & Callister, The Pacific Coast Bcstg. Co.

Mark K. Wilson, Chattanooga, Tenn.—Conditional FM grant made on March 20, 1946, was deleted upon grantee's request for withdrawal.

BY ADMINISTRATIVE BOARD

KROC Rochester, Minn.—Granted CP install new transmitter.

WGH Newport News, Va.—Same.

KXO El Centro, Calif.—Granted modification of CP which authorized installation of new transmitter etc., to move transmitter location from Main St., El Centro, to Fourth St. extended, approx. ¼ mile S. of El Centro city limits, and extend commencement and completion dates to 60 days after grant and 180 days thereafter.

WGNI Wilmington, N. C.—Granted modification of CP which authorized new station to change type transmitter and change transmitter and studio locations to: North Carolina State Highway 76-74, near Wilmington, and 21 E. Princess St., 2d floor, Wilmington, N. C., respectively, and extend commencement and completion dates to 60 days after grant and 180 days thereafter.

WPPA Pottsville, Pa.—Granted license to cover CP which authorized new station to operate on 1360 kc 500 w daytime. Also authority to determine operating power by direct measurement. Licensee is granted waiver Secs. 3.55(b) and 3.60 of Commission's rules; conditions.

WGCM Gulfport, Miss.—Granted CP install new transmitter.

WFAS White Plains, N. Y.—Granted CP install new transmitter and vertical antenna and change transmitter location to Secor Road, 2.8 miles W of White Plains, town of Greenburgh, N. Y.

WWBZ Vineland, N. J.—Granted modification of CP which authorized new station, to change type of transmitter and change transmitter and studio location to: Corner of Isaacs Ave. and Corshel Ave. near Alliance, N. J. and 612-14 Landis Ave., Vineland, respectively, and extend commencement and completion dates to 10 days after grant and 60 days thereafter, respectively.

KOAL Price, Utah—Granted license to cover CP which authorized change in frequency to 1230 kc. Also authority to determine operating power by direct measurement. Licensee granted waiver Sec. 3.60 of Commission's rules; conditions.

WKAN Kankee, Ill.—Granted modification of CP which authorized new station, to make changes in vertical antenna and mount FM antenna on top, and extend commencement and completition dates to 60 days after grant and 180 days thereafter, respectively.

KIUN Pecos, Tex.—Granted license to cover CP which authorized increase in power to 250 w and changes in transmitting equipment. Also authority to determine operating power by direct measurement.

KTBC Austin, Tex.—Granted license to cover CP which authorized increase power to 1 kw night, 5 kw-LS, installation of new transmitter, and DA for night use, and move of transmitter. Also authority to determine operating power by direct measurement.

WMRF Lewistown, Pa.—Granted CP to change transmitter location to Derry Township, Lewistown, Pa., install new vertical antenna (with FM antenna mounted on top) and ground system.

WMFF Plattsburg, N. Y.—Granted license to cover CP which authorized installation of new transmitter.

KOY Phoenix, Ariz.—Granted authority to determine operating power by direct measurement of antenna power.

WDSR Lake City, Fla.—Granted license to cover CP which authorized new station 1340 kc 250 w unlimited time. Also authority to determine operating power by direct measurement. Permittee granted waiver Secs. 3.55(b) and 3.60 of Commission's rules; conditions.

KAMD Camden, Ark.—Granted license to cover CP which authorized a new station 1450 kc 250 w unlimited time. Also authority to determine operating power by direct measurement. Licensee granted waiver Sec. 3.55(b) of Commission's rules; conditions.

KBNE Boulder City, Nev.—Granted license to cover CP which authorized new station 1450 kc 250 w unlimited time. Also authority to determine operating power by direct measurement. Licensee granted waiver Sec. 3.60 of Commission's rules; conditions.

WMOX Meridian, Miss.—Granted license to cover CP which authorized new station 1240 kc 250 w unlimited time. Also authority to determine operating power by direct measurement. Licensee granted waiver Sec. 3.60 of Commission's rules; conditions.

KODI Cody, Wyo.—Granted modification of CP which authorized new station, for approval of antenna, approval of transmitter and studio locations at City Water Works, Cody, and change corporate name from Big Horn Basin Bcstg. Co. to Absaroka Bcstg. Co.

KAJC Area of Dallas, Tex.—Granted license to cover CP for new relay station to be used with standard station KRLD.

KUSC Los Angeles—Granted modification of CP, which authorized new noncommercial educational station, for extension of commencement and completion dates to June 21, 1946 and Dec. 21, 1946, respectively, to specify channel 219, 91.7 mc, change type of transmitter and make changes in antenna system.

WBOE Cleveland, Ohio—Granted CP to specify frequency as 90.1 mc (channel 211), for existing noncommercial educational FM station, change type of transmitter, change effective radiated power to 10 kw, and make changes in antenna system.

KBOW Butte, Mont.—Granted modification of CP which authorized new station, to change type of transmitter, for approval of antenna and transmitter location at 720 Yale Ave., Butte, and change studio location to 730 Yale Ave. Permittee granted waiver Secs. 3.55(b) and 3.60 of the Commission's rules; conditions.

Applications . . .

JULY 25

AM—620 kc

Luis Ramos Rodriguez, San Juan, Puerto Rico—CP new station 620 kc 5 kw, directional antenna and unlimited hours (Contingent on WKAQ).

AM—550 kc

Atlantic Radio Corp., Boston—CP new station 550 kc 5 kw and unlimited hours, —AMENDED: to make changes in directional antenna for day and night use and correct amendment to show directional antenna for day and night use.—AMENDED: to make changes in directional antenna for day and night use and to change requested power from 5 kw day and night to 1 kw night and 5 kw day.

AM—990 kc

WBET Brockton, Mass.— Modification of CP which authorized new station to change type of transmitter, approval of antenna and transmitter and studio locations.

FM—Unassigned

The Bridgeport Herald Corp., Bridgeport, Conn.—CP new FM (metropolitan) station to be operated on frequency to be assigned by FCC and coverage of 6,950 sq. mi.

Experimental Video

RCA, Continental United States—CP new experimental television relay broadcast station to be operated on 480-920, 1295-1375 and 6950-7050 mc, power of visual 20 w and aural 20 w and visual A5, aural A3 and special FM emission.

Experimental Video

RCA, Continental United States—CP new experimental television relay station to be operated on 105-130 mc, power to 20 w visual and 20 w aural and visual A5 and aural A3 and special FM emission.

Experimental Video

W3XAD Area of Camden, N. J.—Modification of license to change frequencies from 312-327 mc to 480-920 mc, 1295-1375 mc and 6950-7050 mc, change power from 500 w to 20 w.

AM—1480 kc

Radio Anthracite, Shamokin, Pa.—CP new station 1480 kc 1 kw directional antenna night and unlimited hours.

AM—1490 kc

WDBC Escanaba, Mich.—Transfer control of license corporation from Gordon H. Brozek, Frank J. Russell and Leo G. Brott to Frank J. Lindenthal, John P. Norton and William J. Duchaine (134 shares common stock).

AM—1450 kc

Woodward Bcstg. Co., Woodward, Okla.—CP new station 1450 kc 250 w and unlimited hours.

AM—710 kc

James Cullen Looney, Edinburg, Tex.

(Continued on page 78)

*Commissioner Durr voting for further inquiry.

Can't teach you to swim this afternoon, lady. WFPG you know!

52%* more listeners . . .

It's a fact 52%* more people listen to WFPG during the daytime than listen to any other station inside or outside of Atlantic City! More evidence why you should plan now to share in the tremendous amount of business that is heading for what looms as Atlantic City's greatest year.

*Based on a Conlan Survey. Dec. 1945. 16,489 phone calls.

WFPG
ATLANTIC CITY
ABC NETWORK
WSTV WJPA WFPG WKNY

HIGH INCOMES AWAIT YOUR PRODUCT

Within the nine county coverage area of WISR, income figures approximate $2,000,000,000. Tell those potential customers what you have . . . for less than 1c per thousand homes . . . over WISR.

WISR
BUTLER, PENNSYLVANIA
680 KC · 250 W
"5,000 Watt Coverage at 250 Watt Rates"
NATIONAL REPRESENTATIVES · FORJOE & COMPANY

BALTIMORE'S
Listening Habit
WCBM
MUTUAL
BROADCASTING SYSTEM
John Elmer, Pres.
George H. Roeder, Gen'l Mgr.
FREE & PETERS, Inc., Exclusive Nat'l Rep

OVER MAINE'S

WCSH

Pepper Young's Family
hit a 1945-'46
Portland Hooperating of

14.3

National Rating

6.4

Expect top ratings on

WCSH

PORTLAND, MAINE

EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA

WCAX
BURLINGTON

VERMONT'S
ONLY CBS
STATION

1000 WATTS • FULL TIME

SLAP HAPPY PAPPY

No—Pap ain't been drinkin'. He's listenin' to his favorite program over WAIR and the thrill he's gettin' is sorta typical of the listening pleasure WAIR provides for this very fertile market. BUY A SELLER!

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

"THE DOCTOR ON THE AIR"

★ Program spots, interviews
★ 5 and 15 minute features
★ Live or transcribed

FREDERIC DAMRAU, M.D.
247 Park Ave., New York, N. Y.
Wickersham 2-3638

FCC Actions

(*Continued from page 77*)

—CP new station 710 kc 250 w and daytime hours.

AM—800 kc

WDSC Dillon, S. C.—License to cover CP as modified which authorized new station and for approval of studio location. Also authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

WHAL Shelbyville, Tenn.—Modification of CP which authorized new station for approval of antenna and transmitter and studio locations.

FM—46.7 mc

Macon Telegraph Publishing Co., Macon, Ga.—CP new FM (metropolitan) station 46.7 mc and coverage of 12,000 sq. mi.—AMENDED: to make changes in directors and stockholders.

AM—1490 kc

Lloyd Clinton McKenney & John Joseph Daly, a partnership, d/b as Carthage Bcstg. Co., Carthage, Mo.—CP new station 1490 kc 250 w and unlimited hours.

FM—Unassigned

Northeastern Indiana Bcstg. Co., Fort Wayne, Ind.—CP new FM (metropolitan) station,—AMENDED: to specify coverage of 11,417 sq. mi., population of 753,000, change type of transmitter and make changes in antenna system.

AM—1550 kc

KHWA San Mateo, Calif.—Modification of CP which authorized new station to increase power from 250 w to 1 kw, install new type transmitter, directional antenna for night use and approval of transmitter location.

AM—1270 kc

KCOK Tulare, Calif.—CP change frequency from 1240 to 1270 kc, increase 250 w to 1 kw, install new transmitter and install directional antenna for night use.

AM—1340 kc

Northern Bcstg. Co., Havre, Mont.—CP new station 1340 kc 250 w and unlimited hours.

AM—1400 kc

KUGN Eugene, Ore.—License to cover CP which authorized new station and for approval of studio location. Also authority to determine operating power by direct measurement of antenna power.

FM—105.1 mc

Rogue Valley Bcstg. Co., Ashland, Ore.—CP new FM station channel 286, 105.1 mc.

AM—1250 kc

Port Frere Bcstg. Co., Wilmington, Del.—CP new station 1250 kc 500 w and daytime hours.

AM—730 kc

The Messenger Publishing Co., Athens, Ohio—CP new station 730 kc 1 kw and daytime hours.

AM—720 kc

Radio Virginia, Richmond, Va.—CP new station 720 kc 1 kw and daytime hours.

AM—1430 kc

Lansing Bcstg. Co., Lansing, Mich.—CP new station 1430 kc 500 w and daytime hours.

AM—1050 kc

Piedmont Service Corp., Alexander City, Ala.—CP new station 1050 kc 1 kw and daytime hours.

AM—1400 kc

Alonzo Stanford Dudley, Lake Charles, La.—CP new station 1400 kc 250 w and unlimited hours.

AM—1540 kc

Western Waves, Seattle, Wash.—CP new station 1540 kc 50 kw, directional antenna and unlimited hours.

FM—Unassigned

Morris Luskin, Burbank, Calif.—CP new FM station on frequency to be specified by chief engineer of FCC and coverage 1,599 sq. mi.

Application Dismissed:

FM—98.9 mc

Midwest FM Network, Milwaukee, Wis.—CP new FM (metropolitan) station channel 55, 98.9 mc and coverage to be assigned.

Applications Tendered for Filing:

AM—1310 kc

Wyandotte News Co., Wyandotte, Mich.—CP new station 1310 kc 250 w and daytime hours.

AM—1560 kc

WTOD Toledo, Ohio—CP change hours operation from daytime to unlimited and install directional antenna for night use.

AM—920 kc

Rochester Bcstg. Co., Rochester, Minn.—CP new station 920 kc 1 kw, directional antenna and unlimited hours.

AM—1400 kc

'49er Bcstg. Co., Grass Valley, Calif.—CP new station 1400 kc 250 w and unlimited hours.

JULY 26

AM—1170 kc

R. I. Bcstg. Co., Providence, R. I.—CP new station 1170 kc 250 w and daytime hours.

FM—96.5 mc

The Herald and Globe Assn., Rutland, Vt.—CP new FM (rural) station channel 243, 96.5 mc or as assigned by FCC and coverage of 10,580 sq. mi.

AM—1310 kc

Bernard Frant and Louis Glasier, a Partnership d/b as Wyandotte Bcstg. Co., Wyandotte, Mich.—CP new station 1310 kc 250 w and daytime hours.

FM—Unassigned

Public Radio Corp., Tulsa, Okla.—CP new FM station on frequency to be determined by chief engineer of FCC and coverage of 3,420 sq. mi.—AMENDED: to specify type of transmitter.

FM—92.1-103.9 mc

Mary Hardin-Baylor College, Belton, Tex.—CP new FM (metropolitan) station on channel 221, 92.1 mc—channel 280, 103.9 mc within band as selected by chief engineer of FCC and coverage of 7,270 sq. mi.

AM—1530 kc

WLOL Minneapolis, Minn.—Modification of CP which authorized increase in power, change in transmitting equipment and directional for day and night use and change transmitter location, to change type of transmitter.

AM—1490 kc

Siskiyou Bcstg. Co., Yreka, Calif.—CP new station 1490 kc 250 w and unlimited hours.

AM—1030 kc

KPHO Phoenix, Ariz.—CP to change frequency from 1230 to 1030 kc, increase 250 w to 10 kw, install directional antenna for night use and change transmitter location.

FM—96.7 mc

Western Waves, Seattle, Wash.—CP new FM station on channel 244, 96.7 mc and coverage of 26,611.4 sq. mi.

Educational FM

Denver Bible College and Denver Bible Institute, Denver—CP new noncommercial educational station on channel 203, 88.5 mc emission special for FM and 3 kw power.

Application Returned:

AM—900 kc

Northwestern Theological Seminary and Bible Training School, Minneapolis—CP new station 900 kc 1 kw and daytime hours (incomplete).

Application Dismissed:

FM—Facsimile

WGNB Chicago—Modification of CP for new FM station requesting approval of transmitter and antenna and change population from 5,359,556 to 4,865,448 and request multiplex transmission of facsimile (request of attorney).

Applications Tendered for Filing:

AM—1520 kc

Cornbelt Bcstg. Co., Clinton, Ill.—CP new station 1520 kc 1 kw and daytime hours.

AM—1530 kc

KFBK Sacramento, Calif.—CP increase power from 10 to 50 kw, install new transmitter, directional antenna for day and night use and change transmitter location.

AM—1490 kc

Francis E. Streit and Verna S. Hardin d/b as Morrisville Bcstg. Co., Morrisville, Pa.—CP new station 1490 kc, 250 w and unlimited hours.

AM—1490 kc

Magnolia Bcstg. Co., Magnolia, Ark.—CP new station 1490 kc 250 w and unlimited hours.

AM—1480 kc

Cedar Valley Bcstg. Co., Austin, Minn.—CP new station 1480 kc 1 kw, directional antenna and unlimited hours.

AM—820 kc

South Central Bcstg. Corp., Evansville, Ind.—CP new station 820 kc 250 w and daytime hours.

JULY 30

AM—1490 kc

Jose R. Ladrazo and Ruben Diaz Atiles, a partnership d/b as Madrazo & Diaz, Fajardo, Puerto Rico—CP new station 1490 kc 250 w and unlimited hours.

AM—1240 kc

Keith Capper, tr/as The Aleutian Broadcaster, Anchorage, Alaska—CP new station 1240 kc 250 w and unlimited hours—AMENDED: to change transmitter location.

AM—810 kc

WASL Annapolis, Md.—Modification of CP which authorized new station for approval of antenna and transmitter and studio locations.

AM—1080 kc

WTIC Hartford, Conn.—CP install new transmitter.

AM—1490 kc

Francis E. Streit and Verna S. Hardin, a partnership d/b as Morrisville Bcstg. Co., Morrisville, Pa.—CP new station 1490 kc 250 w and unlimited hours.

AM—1310 kc

Wyandotte News Co., Wyandotte, Mich.—CP new station 1310 kc 250 w and daytime hours.

AM—1240 kc

Mahoning Valley Bcstg. Corp., Youngstown, Ohio—CP new station 1240 kc 250 w and unlimited hours.

AM—1270 kc

WLBR Lebanon, Pa.—Voluntary assignment of CP to Lebanon Bcstg. Co.

AM—850 kc

WEEU Reading, Pa.—Transfer of control of licensee corporation (standard, FM and relay) from George J. Feinberg, Joseph M. Nassau and Milton J. Hinlein to Hawley Bcstg. Co.—900 shares common stock.

AM—1210 kc

WCAU and WCAU-FM Philadelphia—Voluntary assignment of license to Philadelphia Record Company.

AM—910 kc

I and E Bcstg. Co., Dayton, Ohio—CP new station 900 kc, 1 kw and daytime hours.—AMENDED to change frequency from 900 to 910 kc.

AM—1450 kc

WIBM Jackson, Mich.—CP install new transmitter.

AM—810 kc

WEDO McKeesport, Pa.—Modification of CP which authorized new station to change type transmitter.

AM—1230 kc

Scotland Bcstg. Co., Laurinburg, N. C.—CP new station 1230 kc, 50 kw and unlimited hours.

AM—1340 kc

Timberwolf Bcstg. Co., El Paso, Tex.—CP new station 1340 kc, 250 w and unlimited hours.

AM—1490 kc

Magnolia Bcstg. Co., Magnolia, Ark.—CP new station 1490 kc, 250 w and unlimited hours.

AM—1230 kc

McMinnville Bcstg. Co., McMinnville, Tenn.—CP new station 1230 kc, 250 w and unlimited hours.

AM—1490 kc

Walterboro Bcstg. Co., Walterboro, S. C.—CP new station 1490 kc, 250 w and unlimited hours.

AM—1290 kc

WTOC Savannah, Ga.—Modification of license to change time for directional operation use to permit the change-over to be made fifteen minutes earlier or fifteen minutes later when the regular change-over time falls within a continuous program.

AM—1230 kc

KCMC Texarkana, Tex.—Relinquishment of control of licensee corporation by Texarkana Newspapers, to C. E. Palmer, Betty P. Hussman, Bettie M. Palmer, Henry Humphrey, J. Q. Mahaffey, W. E. Hussman, Stuart Wilson, Ruth Mahaffey, Alden P. Mooney and Bettie M. Palmer, trustee.

AM—1340 kc

WNCA Asheville, N. C.—Voluntary assignment of license to Community Bcstg. Co.

AM—1390 kc

WAIR Winston-Salem, N. C.—Modification of CP which authorized installation of new vertical antenna and change in transmitter location for extension of completion date.

AM—1400 kc

WGAP Maryville, Tenn.—Modification of CP which authorized construction of a new station for extension of commencement and completion dates.

AM—800 kc

WMGY Montgomery, Ala.—License to cover CP as modified which authorized new station. Also authority to deter-

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mine operating power by direct measurement of antenna power.

AM—710 kc

WKRG Mobile, Ala.—Modification of CP which authorized new station to change transmitter location and change type of antenna with FM antenna mounted on top.

AM—860 kc

WLBG Inc., Laurens, S. C.—CP new station 820 kc, 250 w and daytime hours. AMENDED: to change frequency from 820 to 860 kc.

AM—1330 kc

Joseph Gardberg & Sam J. Ripps d/b as Mobile Bcstg. Co., Mobile, Ala.—CP new station 1330 kc, 5 kw, directional antenna and unlimited hours—AMENDED: to change transmitter location.

AM—1060 kc

Deep South Bcstg. Corp., New Orleans—CP new station 1060 kc, 10 kw night, 50 kw day, directional antenna and unlimited hours—AMENDED: to change type transmitter, changes in directional antenna and change transmitter location.

AM—1340 kc

Harry Francis Banker, Gilmore Keith Phares, Aubrey Edna Scott and Eliot Payson Tucker d/b as the Lake Side Bcstg. Co., Port Arthur, Texas—CP new station 1340 kc, 250 w and unlimited hours—AMENDED: to change transmitter location.

AM—1360 kc

Tri-Cities Bcstg. Co., Goose Creek, Texas—CP new station 1490 kc, 250 w and unlimited hours—AMENDED: to change frequency from 1490 to 1360 kc, 250 w to 1 kw, change type of transmitter, install directional antenna for day and night and specify transmitter location.

AM—1240 kc

A. J. Fletcher, Charlotte, N. C.—CP new station 1240 kc, 250 w and unlimited hours—AMENDED: to change name of applicant from A. J. Fletcher to Capitol Bcstg. Co.

AM—1340 kc

Mike Benton, d/b as General Bcstg. Co., Atlanta, Ga.—CP new station 640 kc, 1 kw, directional antenna and daytime hours—AMENDED: to change frequency from 640 to 1340 kc, from 1 kw to 250 w, hours from daytime to unlimited, change type transmitter, vertical antenna and change transmitter location.

AM—1560 kc

Fulton County Bcstg. Co., Canton, Ill.—CP new station 1560 kc, 250 w and daytime hours.

AM—820 kc

South Central Bcstg. Corp., Evansville, Ind.—CP new station 820 kc, 250 w and daytime hours.

AM—920 kc

Rochester Bcstg. Co., Rochester, Minn.—CP new station 920 kc, 1 kw, directional antenna and unlimited hours.

AM—1520 kc

Cornbelt Bcstg. Co., Clinton, Ill.—CP new station 1520 kc, 1 kw and daytime hours.

AM—1480 kc

Cedar Valley Bcstg. Co., Austin, Minn.—CP new station 1480 kc, 1 kw, directional antenna and unlimited hours.

AM—1240 kc

WTAX Springfield, Ill.—Relinquishment of control of licensee corporation by Jay A. Johnson through sale of 475 shares common stock and 300 shares preferred stock to Oliver J. Keller, Archie Lee, Frederick G. Blackburn, Noah M. Dixon and Louis F. Gillespie.

AM—1240 kc

Commodore Bcstg. Inc., Springfield, Ill.—Application of Commodore Bcstg. Inc., Springfield, to purchase controlling interest in licensee corporation WTAX, Inc.

AM—1560 kc

WTOD Toledo, Ohio—CP change hours from daytime to unlimited and install directional antenna for night use.

AM—1480 kc

KCMO Kansas City—Modification of CP which authorized change in frequency, increase power, new transmitter, changes in directional antenna for night use and change transmitter location, for extension of completion date.

AM—1340 kc

KROC Rochester, Minn.—CP install new transmitter.

AM—960 kc

KFVS Cape Girardeau, Mo.—CP change frequency from 1400 to 960 kc, increase 250 w to 1 kw, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: re changes in directional antenna night.

AM—1270 kc

Big Sioux Bcstg. Co., Sioux Falls, S. D.—CP new station 1340 kc, 250 w and unlimited hours—AMENDED: to change frequency from 1340 to 1270 kc, 250 w to 1 kw, change type transmitter, install directional antenna for day and night use and specify transmitter location.

AM—1510 kc

Mrs. Jerene Appleby Harnish, Carlton R. Appleby, Mrs. Annie M. Potter and Walter Axley, a partnership d/b as The Daily Report, Ontario, Calif.—CP new station 1510 kc, 250 w and daytime hours.

AM—1490 kc

Intermountain Bcstg. Co., Albuquerque, N. M.—CP new station 1490 kc, 250 w and unlimited hours.

AM—1420 kc

A. Dwight Newton, W. H. Wood, N. John Anton & Charles F. Green, a partnership d/b as San Joaquin Bcstg. Co., Stockton, Calif.—CP new station 1420 kc, 1 kw, directional antenna and unlimited hours—AMENDED: to change name of applicant to include N. John Anton and Charles F. Green in partnership, to specify transmiter and studio locations.

AM—950 kc

KJR Seattle, Wash.—Voluntary assignment of license to Totem Broadcasters.

AM—1030 kc

KUTA Salt Lake City—CP change frequency from 570 to 1030 kc, increase 5 kw to 50 kw, install new transmitter and directional antenna for day and night use. (Contingent on KOB relinquishing 1030 kc.)

AM—1530 kc

KFBK Sacramento, Calif.—CP increase power from 10 to 50 kw, install new transmitter, directional antenna for day and night use and change transmitter location.

AM—1400 kc

KTNM Tucumcari, N. M.—Voluntary assignment of license to R. B. McAlister, Pryde E. Hale and Grady Maples, d/b as McMa Agency.

AM—1340 kc

KGEM Boise, Idaho—Modification of CP which authorized new station to change type transmitter, approval of antenna system and approval of transmitter and studio locations—AMENDED: re antenna changes.

AM—1490 kc

KBOW Butte, Mont.—Modification of CP which authorized new station to change type transmitter, approval of antenna and transmitter location and change studio location.

AM—1230 kc

KERO Fresno, Calif.—License to cover CP as modified which authorized new station and change studio location. Also authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

KONP Port Angeles, Wash.—CP install new transmitter.

AM—1490 kc

KRNR Roseburg, Ore.—CP install new transmitter.

AM—690 kc

William L. Warner tr/as The Sevier Valley Bcstg. Co., Richfield, Utah—CP new station 610 kc, 250 w night, 1 kw day and unlimited hours—AMENDED: to change frequency from 610 to 690 kc and hours from unlimited to daytime.

AM—730 kc

WPIK Alexandria, Va.—Modification of CP which authorized increase in power and install new transmitter to change type of transmitter.

AM—1490 kc

WROV Roanoke, Va.—Modification of CP which authorized new station for changes in antenna and transmitter location, change corporate name to Radio Roanoke Inc. and extend commencement and completion dates.

AM—1400

WSAM Saginaw, Mich.—CP install synchronous amplifier to be operated on 1400 kc with 100 w power and unlimited time, synchronized with WSAM— AMENDED: to specify type of transmitter.

FM—99.1 mc

Greater Muskegon Broadcasters, Muskegon, Mich.—CP new FM (metropolitan) station, channel 256, 99.1 mc, coverage of 4,833 sq. mi.

FM—Antenna

WSTP Salisbury, N. C.—CP to mount FM antenna on top of AM antenna.

AM—1450 kc

WRNO Orangeburg, S. C.—Modification of CP which authorized a new station for changes in transmitting equipment, approval of antenna and transmitter location, and change studio location.

Video—Experimental

W9XZC Zenith Radio Corp., Chicago—License to cover CP as modified which authorized new experimental television station.

AM—1230 kc

KOOS Coos Bay, Ore.—Authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

John G. Colling, Carlton G. Thomas, John Edwin Keegan, Harold W. Westbrook, Earl J. Caddy and Robert T. Ingram, a partnership d/b as '49er Co., Grass Valley, Calif.—CP new station 1400 kc, 250 w and unlimited hours.

FM—Antenna

WESX Salem, Mass.—CP to mount FM antenna on top of present tower.

FM—98.0 mc

Debs Memorial Radio Fund, New York—CP new FM (metropolitan) station 48.7 mc, coverage of 7,273 sq. mi. —AMENDED: to change frequency from 48.7 to plus or minus 98.0 mc, population from 12,157,967 to 12,425,709, coverage from 7,273 to 9,785 sq. mi., type of transmitter, specify type of station and make changes in antenna system.

FM—Unassigned

Hearst Radio, New York—CP new FM (metropolitan) station 48.7 mc, coverage of 8,570 sq. mi.—AMENDED: to change frequency from 48.7 mc to "to be assigned by FCC," coverage from 8,570 to 9,540 sq. mi., population specified as 12,442,919, transmitter site, type of transmitter and make changes in antenna system.

Application Returned:

AM—1170 kc

Robert Ennis Liverance & Sara Vandiver Liverance d/b as Anderson Broadcasters, Anderson, S. C.—CP new station 1170 kc, 250 w and daytime hours (incomplete).

Applications Tendered for Filing:

AM—1450 kc

WAZL Hazleton, Pa.—Transfer of control of licensee corporation from J. Hale Steinman and John F. Steinman to Victor C. Diehm, F. H. Witney, Hilda M. Deisroth and George H. Chisnell.

AM—1560 kc

Fulton County Bcstg. Co., Canton, Ill.—CP new station 1560 kc, 250 w and daytime hours.

Applications Tendered for Filing:

AM—1110 kc

Theodora Townsend, H. H. Thompson and George L. Young, partners d/b as Inter-City Bcstg. Co., Providence, R. I.—CP new station 1110 kc, 1 kw and daytime hours.

AM—1490 kc

Bradford Publications, Bradford, Pa.—CP new station 1490 kc, 250 w and unlimited hours.

AM—690 kc

KGGF Coffeyville, Kan.—Modification of CP for increase in power from 1 to 5 kw night and 5 kw day, change type of transmitter, directional antenna for day and night use, change transmitter location and extension of commencement and completion dates.

JULY 31

AM—1230 kc

WNEB Worcester, Mass.—Modification of CP which authorized new station, to change type of transmitter, aporoval of antenna, transmitter and studio locations.

Transfer of Control

WABF, W2XMT New York—Transfer of control of licensee corporation from Abraham & Straus and Bloomingdale Bros. to Ira A. Hirschmann through the sale of 100% of the class A common stock—AMENDED: to change name of transferee from Ira A. Hirschmann to Hirschmann Bcstg. Corp.

AM—1400 kc

WBOB Galax, Va.—Modification of CP which authorized new station, to change type transmitter, approval of antenna, transmitter and studio locations.

FM—Antenna

WHAS Louisville, Ky.—CP mount FM antenna on top of AM tower.

AUGUST FRUIT HARVEST adds $5,000,000 to the buying power in the rich fruit belt of Western Colorado, where 115,000 people hear one station

KFXJ and MBS

A Peach of a Pair

KFXJ

GRAND JUNCTION COLORADO

920 KC 1000 WATTS

Represented by Griffith

WLW

700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION

ALL HALES TO HOURS OF MELODY

For 4½ years, Hale Bros. Stores in Northern California have given KSFO another in a long list of success stories with nightly "Hours of Melody." May we tell you more?

UNIVERSAL'S KEY STATION FOR NORTHERN CALIFORNIA

KSFO

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Represented by

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New York - Chicago - Los Angeles

BBM shows that CKNW has Primary Coverage of New Westminster, Vancouver and the Fraser Valley.

CKNW

NEW WESTMINSTER, B.C.

The "HAPPY MEDIUM" Station

KTUL covers the MONEY-MARKET of Eastern Oklahoma . . . JUST RIGHT . . . because it's neither too LARGE nor too SMALL. Buy the "Happy Medium" Station. Write for information.

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National Representatives

John Esau General Manager

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The PACIFIC NORTHWEST means KIRO

SEATTLE TACOMA

The Friendly Station
50,000 Watts
710 KC
CBS
SEATTLE, WASHINGTON
Represented by FREE & PETERS, Inc

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TORONTO'S MOST LISTENED-TO STATION
DIAL 580
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Adm. Miller Is Named TWA Vice President

REAR ADM. HAROLD B. MILLER, USN, Navy Public Information chief, last Wednesday left the Navy to join Trans-World Airlines as vice president in charge of public relations. It was largely through the efforts of Admiral Miller that Navy radio facilities were built at Pearl Harbor and Guam. He was named head of Navy Public Information in May 1945, following duty as public relations officer on the staff of the Commander in Chief, Pacific Fleet. He has been very active in naval aviation.

Capt. E. M. Eller replaces him at the Navy. He has been public information officer for the 12th Naval District at San Francisco, and for three years was on Admiral Nimitz' staff in the Pacific. Capt. William C. Chambliss has been named deputy director. After service in the Pacific, Captain Chambliss headed the Navy's media section. Both are regular Navy.

Sendoff for Byrnes

ABC covered the airport sendoff for Secretary of State James F. Byrnes July 27 as he embarked from Washington on the C-54 *Sacred Cow* for the Paris meeting of foreign ministers. President Truman, Senator Arthur H. Vandenberg (R-Mich.) and Secretary Byrnes spoke. WMAL, ABC Washington affiliate, arranged lines on short notice and was on the air 11:45-12:10 noon. Elmer Davis, Martin Agronsky and Jackson Weaver were at the mike, with Bill Coyle producing. WINX Washington also covered the proceedings.

Sellers

(*Continued from page 10*)

merous conferences to iron out the problems.

Does the program really pay for itself from the standpoint of bringing in new clients? Robert J. Enders, agency head, thinks it does.

"Our WRC series has definitely brought us new business," Mr. Enders said. "Our first four airings resulted in three new clients. In addition, we've been able to reach a group of listeners in the states surrounding the District of Columbia and present to them the multiple advantages of using an agency located in the Nation's Capital. Also, our old clients have been happy because of the free advertising they received on the program, and the show has served to keep our name before the public."

In addition to Mr. Enders, Sheila Ryan, Bob Howard and John Barnes of the agency staff help produce the show. John Batchelder, WRC staffer, is announcer.

Biggest question among the advertising fraternity since the agency bought the show with itself as client is: "Who gets the 15%?"

FM Conditional CPs Go to 26; Another 12 Get Final Okay

TWENTY-SIX conditional grants for new FM stations were issued by FCC last Thursday, bringing total to 487, while 12 applicants received final construction permits to push that total to 191.

All but one of the conditional grants were for Class B stations, the lone Class A grant going to WJOB Hammond, Ind. Nine of the final construction permits authorized Class B stations and three were for Class A outlets. Nineteen of the grantee firms and eight of those receiving permits own AM broadcast interests.

The Commission deleted, at grantee's request, the conditional grant issued March 20 to Mark K. Wilson, Chattanooga contractor, for a Class B Chattanooga station. Other FM actions: Eighteen applications for stations in Los Angeles area were set for hearing in consolidated proceeding; three Baltimore applications were designated for another hearing, and two for San Jose, Calif., were set for a third (see FCC Actions, page 72).

FCC said FM boxscore after Thursday's actions stands as follows: 48 stations licensed; 487 conditional grants of which 191 have received construction permits; 208 applications pending and 158 others in hearing.

Meanwhile, it was learned that the Commission, putting new weight behind its drive to eliminate undue delay in getting FM stations on the air, is setting deadlines for compliance when it notified applicants that permits have been authorized and asks them to supply additional technical information.

This policy is linked with FCC's announcement 10 days ago that it would permit no undue delay in getting authorized FM stations on the air and that, henceforth, it would require a detailed progress report from permittees within 15 days after the date set in the CP for commencement of construction [BROADCASTING, July 29]. Questionnaires on which to provide that information are being distributed to all permittees. FCC also cut from 90 to 30 days the time allowed conditional grantees to supply additional requested information.

Last week's conditional grants, all subject to engineering conditions and all for Class B stations except that of WJOB, went to the following (AM stations in which applicants own interests are shown in parentheses):

Indiana—Evansville, Tri-State Broadcasting Corp.; Hammond, Radio Station WJOB (WJOB); Terre Haute, Banks of the Wabash Inc. (WBOW).

Michigan—Detroit, Knight Radio Corp. (WQAM); Grand Rapids, Lear Inc.; Grand Rapids, Grand Rapids Broadcasting Corp.; Grand Rapids, Fetzer Broadcasting Co. (WKZO).

Ohio—Bellaire, Tri City Broadcasting Co. (WCHS); Canton, P. C. Wilson; Canton, Stark Broadcasting Corp.; Findlay, Findlay Radio Co. (WFIN); Portsmouth, Scioto Broadcasting Co. (WPAY).

Oklahoma—Tulsa, Tulsa Broadcasting Co. (KTUL).

New York—Troy, Troy Broadcasting Co. (WTRY).

North Carolina—Asheville, Skyway Broadcasting Corp.; Asheville, Radio Station WISE Inc. (WISE).

Tennessee—Memphis, Memphis Publishing Co. (WMC).

Texas—Amarillo, Amarillo Broadcasting Corp. (KFDA); Houston, Texas Star Broadcasting Co. (KTHT); San Antonio, Southland Industries Inc. (WOAI).

Vermont—Rutland, Philip Weiss Music Co. (WSYB) [Commissioner Durr voting "no"].

Virginia—Newport News, Hampton Roads Broadcasting Corp. (WGH); Roanoke, Times-World Corp. (WDBJ).

West Virginia—Huntington, Greater Huntington Radio Corp.

Wisconsin—Rice Lake, WJMC Inc. (WJMC); Wausau, Northern Broadcasting Co. (WSAU).

FINAL CPs GRANTED

The following stations were granted regular construction permits (power given is effective radiated power; antenna height is height above average terrain):

Courier-Times, New Castle, Ind.—Class A; Channel: 104.7 mc (No. 284); 340 w; antenna 250 feet.

Wilton E. Hall (WAIM), Anderson, S. C.—Class B; 103.5 mc (No. 278); 3 kw; antenna 400 feet.

Kingsport Broadcasting Co. (WKPT), Kingsport, Tenn.—Class B; Channel: 103.3 mc (No. 277); 32.0 kw; antenna 970 feet.

Central Willamette Broadcasting Co. (KWIL), Albany, Ore.—Class A; Channel: 104.3 mc (No. 282; 250 w; antenna 125 feet.

Claremont Eagle, Claremont, N. H.—Class B; Channel: 102.1 mc (No. 271); 1.5 kw; antenna 930 feet.

Express Publishing Co., San Antonio, Tex.—Class B; Channel: 101.5 mc (No. 268); 330 kw; antenna 845 feet.

United Broadcasting Co., (WHKC), Columbus, Ohio—Class B; Channel: 94.9 mc (No. 235); 26.0 kw; antenna 450 feet.

KTRH Broadcasting Co., (KTRH), Houston, Tex.—Class B; Channel: 99.3 mc (No. 257); 290 kw antenna 500 feet.

Cornell U., (WHCU), Ithaca, N. Y.—Class B; Channel: 101.3 mc (No. 267); 30 kw; antenna 650 feet.

William F. Huffman, (WFHR), Wisconsin Rapids, Wis.—Class A; Channel: 104.7 mc (No. 284); 290 w; antenna 350 feet.

Southwestern Hotel Co., (KFPW), Fort Smith, Ark.—Class B; Channel: 95.7 mc (No. 239); 9 kw; antenna 160 feet.

Knoxville Publishing Co., Knoxville, Tenn.—Class B; Channel: 92.3 mc (No. 222); 20 kw; antenna 500 feet.

Buckley for Bolling

RICHARD D. BUCKLEY, vice president and director of sales for John Blair & Co., New York, has been named manager of the office succeeding George W. Bolling who resigned last week. William H. Weldon will assist Mr. Buckley.

SALESMANSHIP out where the West begins. Hugh Terry, manager of KLZ Denver, encourages Jerry Sill of J. D. Tarcher Agency to buy time on KLZ. Dudley Tichenor KLZ national advertising man, provides contract and pen.

CHICAGO Ruthrauff & Ryan-ers, (l to r) Norman Heyne, assistant radio director; Roz Metzger, radio director; Marian Spreyer, sec'y; and Fran Harris, television director, watch Miss Harris demonstrate their newly installed television set. Agency believes theirs to be the first set in any Chicago agency.

Escambia Receives Final Pensacola CP For 1450 kc; Gulfport to Ask 1490 kc

PROPOSED GRANT to Escambia Broadcasting Co., for a new AM station in Pensacola, Fla., was made final in oral argument before FCC last Wednesday when Gulfport Broadcasting Co., competing applicant, received permission to amend its application and seek another frequency.

Both companies had sought 1450 kc with 250 w fulltime. Gulfport asked that its application be changed to request 1490 kc.

Escambia is owned by Ruth Braden (former wife of Fred Weber, general manager of WDSU New Orleans and partner in a new Houston station), who owns 50%; Edward F. and John H. Braden (her brothers), Lala Braden Boughton (her mother), and Kirke M. Beall and George E. Mead, each of whom owns 10%. Messrs. Beall and Mead are experienced engineers, Mr. Mead having been WCOA Pensacola chief engineer since 1940.

The proposed decision [BROADCASTING, June 17] found both Escambia and Gulfport to be qualified and FCC chose former on grounds that Mrs. Braden and Messrs. Beall and Mead, who together own 70% and will be in charge of operations, are more familiar with Pensacola. Mrs. Braden will be general manager and program director; Mr. Mead will be chief engineer, and Mr. Beall will program director.

Gulfport is owned by Lewis O. Siebert, general manager of KGKL San Angelo, Texas, who would be general manager and program director, and Charles W. Smith, Pensacola businessman, (33⅓% each); Jesse T. Carroll, Army officer, president and commercial manager, and his wife, Hazel H. Carroll (16⅔% each).

Meanwhile, FCC heard oral argument on three Peoria, Ill., applications for 1290 kc, where Edward J. Altorfer and others doing business as Illinois Valley Broadcasting Co., received the proposed grant (1290 kc with 1 kw, directional antenna fulltime). Central Illinois Radio Corp., one of the competing applicants, received permission to request 1580 kc with 1 kw daytime only, instead of 1290 kc with 5 kw directionalized fulltime. Other applicant is Greater Peoria Radiobroadcasters, seeking 1290 kc with 5 kw directional antenna fulltime.

Oral argument also was held on the proposed decision to grant the application of C. M. Zinn and C. Leslie Golliday doing business as Martinsburg Broadcasting Co., seeking 1340 kc with 250 w fulltime at Martinsburg, W. Va., and to deny the application of Richard Field Lewis Jr., and Grant Pollock doing business as Berkeley Broadcasting Co., requesting the same facilities.

State Dept. Originates Orient Program in N. Y.

VOICE OF AMERICA, the Dept. of State's overseas broadcast, last week began operation from New York to the Orient. English language shows led off the transfer of the eight-language Far Eastern radio operations from the Pacific Coast to New York.

The complete Far Eastern operation is expected to be based entirely in New York with programs feed by land lines to the Pacific Coast, and from there transmitted directly to the Far East on high power short wave transmitters.

NBC Research Outlined

IN LINE with NBC's expansion of its research department, Hugh M. Beville Jr., director of research, last week sent a memorandum to all NBC executives outlining the department's eight divisions. They are: Planning and Development, headed by Philip I. Merryman; New Research, under the direction of William A. Reynolds; Management Research, under John A. Coleman; Ratings, headed by Robert W. McFadyen; Audience Circulation, under Kenneth E. Greene; Program Analysis, directed by Miriam Hoffmeir; General Library, headed by Frances Sprague; and Graphic Division.

Ruthrauff & Ryan Sets Chicago Video Forum

IN CONJUNCTION with the industry's campaign to build Chicago as a television center, Ruthrauff & Ryan, Chicago, announced last week its plan to conduct a television symposium this fall.

Purpose of two-day meet is to inform agency's personnel and clients' personnel of progress and development of television and to bring them up to date on what other advertisers have done in television.

According to Fran Harris, television director for R & R, much has been said and written about television but nothing constructive has been accomplished in correlating facts for people who will use television in this area. "One of the objectives of this symposium," Miss Harris said, "is to present the full potentialities of television." Several demonstrations held in Chicago for members of Executives Club 'unsold' prospective advertisers on the possibilities of the medium because receiving sets were hurriedly installed which resulted in imperfect images.

A. E. WANNAMAKER HEADS TOBACCO NET

ALLEN E. WANNAMAKER, manager of WGTM Wilson, N. C., was elected president of the Tobacco Network Tuesday in Raleigh.

Other officers named at the annual board of directors meeting were: Victor W. Dawson, manager of WFNC Fayetteville, N. C., vice president, and Louis N. Howard, president of WHIT New Bern, N. C., treasurer. Philip F. Whitten of Raleigh is general sales manager of the net.

Elected to the board was Leland B. Nelson, manager of WGBR Goldsboro, N. C. Other directors are: Billy S. Hodges Jr., manager of WGTC Greenville, N. C., and Fred Fletcher, manager of WRAL Raleigh.

The meeting named program directors of all member stations to a committee which will formulate network program policies.

In broadcasting since 1932 Mr. Wannamaker was with WJSV (now WTOP) Washington and WBIG Greensboro, N. C., until he went to WGTM as commercial manager, becoming manager in 1942. He was first president of the Wilson Junior Chamber of Commerce and is active in the Lions Club.

Network Undecided

PRINCE MATCHABELLI PERFUME will return to the air Oct. 6 with its show, *The Stradivari Orchestra*. The agency, Morse International, New York, still is deciding on what network show will be heard. It was on ABC last year.

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PORTLAND, OREGON
CBS Affiliate
LEWIS H. AVERY, Inc., Nat'l. Rep.

"GATEWAY TO THE RICH TENNESSEE VALLEY"
50,000 WATTS
CBS
WLAC
NASHVILLE
REPRESENTED BY PAUL H. RAYMER CO.

WCKY
the 50,000 watt voice of Cincinnati

WSLI
JACKSON MISSISSIPPI
LULA, MISSISSIPPI
This is a fine little community in Coahoma County—but for a real "lulu" of a market, alert advertisers will concentrate on JACKSON, where announced post-war construction of all types is expected to total over $100,000,000!
WSLI—the "Double-Return" station—offers you maximum coverage of this market—at less cost!
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

Avco Plan

(*Continued from page 20*)

ment, rather than from the date the application is filed with FCC.

The provision excluding gifts and legacies from compliance with the plan—one of the major targets of opposition in the rule as first proposed—stipulated that it shall, however, be applicable "to an assignment or transfer by an administrator or executor to persons other than the lawful heirs or legatees of the licensee or permittee or to trustees or beneficiaries other than those designated in the licensee's or permittee's will or other testamentary instrument."

Although exempting cases involving acquisition of control by a stockholder through the purchase of additional minor interests, the Commission cautioned that it "will scrutinize carefully successive transfers to the same person or persons to determine whether such transfers are for the purpose of evading compliance with this section."

Some Changes 'Appropriate'

In adding the new rule (Sec. 1.388) to its Rules and Regulations, FCC noted that "some of the changes" suggested in the April hearing had been found "appropriate." Specific opposition at that time was centered on the then-proposed application of the rule to transfers from executors to trustees and heirs. NAB offered broader objections, including a contention that higher sales prices would result. Mr. Denny then pointed out that the decision approving the sales of Crosley Corp. (WLW Cincinnati) to Aviation Corp. [BROADCASTING, Sept. 10, 1945] had included suggestions for both the bidding rule and a price control law.

Since last October, two months before the bidding rule was formally proposed, FCC has refused to consider applications which fail to follow its provisions. Thus far, competing bids have been received in four out of several dozen advertised sales.

The rule calls for public advertisement by both the transferor (twice a week for three weeks in a paper of general circulation in the community where the station is located) and by FCC, the advertisements to give the terms of the sales contract and the name of the proposed assignee or transferee and to specify that any other person may bid for the same facilities on the same terms within 60 days.

At the end of 60 days, FCC will study the original application and any competing bids, calling a hearing if necessary, and will then choose the assignee or transferee it deems best qualified. If a competing bidder is chosen, the original application will be denied and the seller will be given 30 days to enter into a contract with the approved bidder. He would not be required to do business with the purchaser designated by the Commission, however.

GETTING construction started on antenna site of WFTL Fort Lauderdale, Fla., which will go on the air about Sept. 1, are Charlie Dameron (left) favorite star on WLW Cincinnati; Reggie Martin, vice president and general manager of WFTL; Dr. Harry Hagen, originator and m. c. of *True or False*. Studios will be on a houseboat.

Text of the rule as adopted, with changes from the original proposal shown in boldface type:

APPENDIX

Section 1.388—**Assignment and transfer of control.**—(a) Applications for consent to the assignment of a construction permit or license for an AM, FM, television or other broadcast station or for consent to the transfer of control of a corporation holding such a construction permit or license shall be filed with the Commission on Form F.C.C. No. 314 (Assignment of License) or F.C.C. No. 315 (Transfer of Control). Each application shall be accompanied by a copy of proposed notice in a form prescribed by the Commission which notice the licensee or permittee shall cause to be published at least twice a week for the 3 weeks immediately following the filing of such application in a daily newspaper of general circulation published in the community in which the station is located. The notice shall state the terms and conditions of the proposed assignment or transfer, the name of the proposed assignee or transferee, and, further, that any other person desiring to purchase the facilities upon the same terms and conditions, may file an application to this effect with the Federal Communications Commission within 60 days from the date of the first publication of the notice, which date shall be expressly set forth therein. Upon receipt of the application, the Commission itself will issue a similar public notice stating the terms and conditions of the proposed sale and stating that others may file competing applications for the same facilities upon the same terms and conditions.

(b) No action on any such application will be taken by the Commission for a period of 60 days from the date of **first publication**, during which time any person desiring to purchase the facilities upon the same terms and conditions may file a competing application. In the case of such competing application, it shall be necessary for the applicant to execute only so much of the application form as relates to the proposed assignee or transferee—F.C.C. Form No. 314, Part II, and Form No. 315, Part III.

(c) If no competing application is filed during this 60-day period, the Commission will consider the original application upon its merits and will grant it if it appears from an examination of the application and supporting data that public interest will be served thereby; otherwise it will be designated for hearing. If, during such 60-day period, any other application is filed, all such applications will then be considered simultaneously upon their merits, and if, upon such consideration, it appears that the proposed assignee or transferee selected by the licensee is the best qualified and that the transfer would otherwise be in the public interest, the Commission will grant the original application without a hearing. If the Commission is unable to make such a determination upon consideration of the several applications, the original application and all competing applications will be designated for hearing, to be heard in a consolidated proceeding, to determine among other things which of the applicants is best qualified to operate the station in the public interest.

(d) If, at the conclusion of such hearing, the Commission is of the opinion that the proposed assignee or transferee selected by the licensee is the best qualified and that the transfer is otherwise in the public interest, an order will be entered granting the original application. However, if the Commission is of the opinion that one of the other applicants is the best qualified and that a transfer is otherwise in the public interest, an order will be entered denying the original application and stating that the Commission's consent to an assignment of the license or construction permit or to the transfer of control of the corporate licensee or permittee to such competing applicant will be given provided the licensee or permittee and such competing applicant enter into and file with the Commission within 30 days from the date of such order a contract for the assignment of the license or construction permit, or the transfer of control of the licensee or permittee, to such competing applicant upon the same terms and conditions as stated in the original application or upon such other terms and conditions as the parties may agree upon and which new terms and conditions the Commission shall find to be in the public interest.

(e) The provisions of this section shall not apply to the following cases:

(1) Where there is a reorganization of a corporation holding a license or construction permit which involves no **substantial** change in the beneficial ownership of that corporation;

(2) Where there is an assignment from an individual or individuals to a corporation owned and controlled by such individual or individuals without any **substantial** change in their respective interests or from a corporation to the individual stockholders controlling such corporation when there is no **substantial** change in their respective interests;

(3) Where there is an assignment or transfer by way of gift or testamentary disposition of a license or construction permit or of a controlling interest in a corporate licensee or permittee, or an assignment or transfer of a license, permit or interest to affect such testamentary dispostion. This section shall, however, apply to an assignment or transfer by an administrator or executor to persons other than the lawful heirs or legatees of the licensee or permittee or to trustees or beneficiaries other than those designated in the licensee's or permittee's will or other testamentary instrument.

(4) Where the interest being transferred, if acquired by a person other than the proposed assignee, would not result in such person acquiring control. The Commission, however, will scrutinize carefully successive transfers to the same person or persons to determine whether such transfers are for the purpose of evading compliance with this section.

(5) In the case of any other assignments or transfers where the parties are in doubt as to whether the provisions of this section are applicable or are of the opinion that if the section is applicable, the requirements should be waived, the application may be filed with a request for a ruling as to whether the section is applicable or with a petition for waiver of the rule. The Commission will determine on the facts of each case whether the section is applicable or whether public interest will be served by a waiver of the rule.

NAB

(Continued from page 18)

be held at 7 p. m. Thursday. The banquet will not be a part of the official convention program due to space limitations. Special fee will be charged for the banquet. In the past the registration fee has covered the banquet. Site will be the Stevens, which has a larger banquet hall than the Palmer.

In sending out its advance notice of the convention NAB pointed out that the problem of hotel space is complex. Travel congestion has eased but members are urged to make arrangements well in advance.

Blocks of rooms will be set aside in the Palmer and Stevens by the Hilton Hotels, with occupancy limited exclusively to those certified by NAB under a plan worked out with the Hilton Hotels and the Chicago Convention Bureau. Hotel reservation forms have been sent only to active and associate members of NAB with members asked not to include any person not otherwise eligible to occupy space in the official block of rooms.

Few suites will be available at the hotels, and some of these must be set aside for guests. NAB will make reservations only at the Palmer House and Stevens, with those desiring to stay elsewhere requested to make their arrangements directly with other hotels.

TENTATIVE PROGRAM
Sunday, Oct. 20

Registration
Broadcasting Magazine Golf Tournament, Acacia Country Club

Monday Oct. 21

9:00 a.m.- 5:00 p.m.
Registration
9:00 a.m.-12:00 noon
Meetings of the Standing Committees of NAB as follows:
Employer-Employe Relations
Engineering Executive and Engineering*
FM Executive
Freedom of Radio
General Strategy
Music Advisory
Program Executive and Program*
Public Relations Executive and Public Relations*
Research
Sales Managers Executive and Sales Managers*
Small Market Stations Executive and Small Market Stations*
12:30 p.m.-3:00 p.m.
General Luncheon and FM Panel—Auspices NAB-FM Executive Committee and FMBI
3:00 p.m.-4:00 p.m.
FMBI Membership Meeting
4:00 p.m.-5:00 p.m.
Facsimile Panel
6:00 p.m.
NAB Board of Directors
6:00 p.m.
No host—Engineering Dinner Session

Tuesday Oct. 22

9:00 a.m.-5:00 p.m.
Registration
10:00 a.m.-12:00 noon
General Session
12:30 p.m.-3:00 p.m.
Luncheon—Panel Discussion
3:00 p.m.-5:00 p.m.
General Session
5:00 p.m.-7:30 p.m.
Cocktails

Wednesday, Oct. 23

9:00 a.m.-5:00 p.m.
Registration
10:00 a.m.-12:00 noon
General Session
12:30 p.m.-3:30 p.m.
Luncheon and Panel
3:30 p.m.-5:00 p.m.
Business Session

Thursday, Oct. 24

10:00 a.m.-12:00 noon
General Session
12:30 p.m.-2:15 p.m.
Luncheon
2:30 p.m.-5:00 p.m.
General Session
Adjournment of Convention
7:00 p.m.
Banquet

*(These Committees consist of the Chairmen appointed in each of the 17 Districts.) In some instances these meetings will be followed by panel discussions to which any interested convention registrant will be welcome. Details later.

KALL Stock Transfer Assent Asked; Intermountain Grows

PLANS of Intermountain Network, now expanded to 14 stations, are explained by George C. Hatch, general manager of the net, to owners of KALL Salt Lake City, Mrs. Abrelia S. Hinckley and Mrs. Gene Hatch (right). Maj. Robert H. Hinckley Jr., son of Mrs. Hinckley, looks on.

CONTRACT for sale of 50% of KALL Salt Lake City to the Telegram Publishing Co., publisher of the Salt Lake *Telegram*, has been filed for FCC approval, George C. Hatch, general manager of the station, announced today (Monday).

Mr. Hatch, who is also general manager of the Intermountain Network, announced at the same time the expansion of that regional net from seven to 14 stations.

Purchase price for the half interest in KALL is $100,000. Present owners and their interests are: Mr. Hatch 25%; Mrs. Wilda Gene Hatch, wife of Mr. Hatch, 25%, and Mrs. Abrelia S. Hinckley, wife of Robert H. Hinckley, vice president of ABC, 50%. Each is selling half an interest to the *Telegram*.

Directors Under New Set-Up

Directors of the Salt Lake City Broadcasting Co., licensee of KALL, under the new set-up, will be: Mr. Hatch, president; Thomas F. Kearns, president of the Telegram Publishing Co., vice president; Mrs. Hinckley, secretary, and George F. Egan, comptroller of the *Telegram*, treasurer.

The present Board of Directors consists of Mr. Hatch, president; Mrs. Hinckley, vice president; Willis W. Ritter, secretary, and Mrs. Hatch, treasurer.

With the *Telegram* as part owner, KALL, one of the principal stations of the Intermountain Network, will broadcast for the first time local and regional news gathered by the *Telegram's* Intermountain Wire Service and its three-state staff of correspondents. Other public service facilities of the newspaper will be available to KALL.

New Intermountain Network stations are: KFXD Boise-Nampa, Ida.; KVMV Twin Falls, Ida.; a new station being built in Pocatello, Ida.; KDFN Casper, Wyo.; KWYO Sheridan, Wyo.; KPOW Powell, Wyo., and KRJF Miles City, Mont.

Effective today, Mr. Hatch announced, the network and each of its stations are to be represented by Lewis H. Avery Inc., through its offices in New York, Chicago, Los Angeles and San Francisco.

Intermountain stations planning expansions this fall include KFXD Boise-Nampa, recently granted approval for 1000 w on 580 kc and now building an FM station in Boise; KPOW Powell, Wyo., going to 1000 w, and KOVO Provo, Utah, and KVNU Logan, Utah, whose applications for 1000 w are pending.

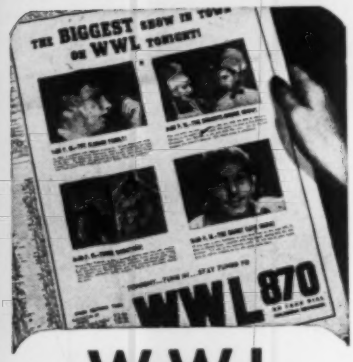
When present plans are complete, Mr. Hatch said, the net will have four 5000 w stations, six 1000 w, and four 250 w.

Tests Authorized

USE of radiotelephony in directing switch engines will be tested by Pullman-Standard Car Manufacturing Co., under FCC's first experimental authorization looking toward development of an industrial radio service. The grant, approved last Thursday, authorizes tests within the company yards at Michigan City, Ind., using one land station with six mobile units.

Fine transcriptions are recorded on Audiodiscs
AUDIO DEVICES, INC., N. Y. C.

AGRICULTURAL
WE'VE BEEN PROGRAMMED FOR THE FARMER FOR 20 YEARS. THAT'S WHY WIBW-ADVERTISED GOODS SELL SO WELL IN KANSAS AND ADJOINING STATES.
WIBW The Voice of Kansas in TOPEKA



WWL

New Orleans

Shouts Its Shows in Newspaper Advertisements throughout the year

Folks turn first to

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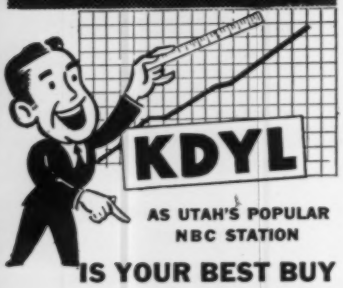
NEW ORLEANS

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

MEASURE
YOUR ADVERTISING DOLLAR
ANY WAY YOU LIKE



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NBC STATION
IS YOUR BEST BUY
JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

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TRI-CITIES
ROCK ISLAND - MOLINE
DAVENPORT

Tri-Cities' size (200,000 population) offers you real sales volume. Capture it with . . .

WHBF
BASIC MUTUAL 5KW 1270KC

Second Bikini Airing Aided by Tests

First Atom Broadcast 'Dud' Explained By Royston

By MARY ZURHORST

THE TECHNICAL EXPERT, Marvin Royston, flown to Bikini at H-Hour [BROADCASTING, July 22], returned last Monday with the complete story of Test Able and Test Baker.

In an exclusive first interview with Mr. Royston on his return BROADCASTING was present at his initial report to Rear Adm. H. B. Miller, chief of Navy Information; Capt. Charles Horne, deputy chief of Naval Communications; Commdr. Harry Holton, chief of Navy Radio Section.

Admiral Miller prefaced the report with a request for "all the facts—regardless. We want to know the real reasons for the difficulties of the first broadcast," he said, "as well as the way they were corrected for the second."

And Mr. Royston pulled no punches. He knows Pacific transmission well through his experience as a Navy lieutenant in handling the design and layout of Navy radio installations at Guam and Pearl Harbor. He also was responsible for channeling much of the communications traffic for the Normandy landings. Prior to the war he was an engineer with the Blue Network and later, NBC. Mr. Royston is now research engineer with Frederic Hart & Co., Poughkeepsie, recording equipment manufacturer. Al Sterne of the Hart Co. was also present at the meeting.

Circuit Complicated

"In the first place," Mr. Royston reported, "the Test Able broadcast was set up in the same way a commercial circuit would be arranged. It was highly complicated. Through no fault of their own, Navy technicians were unfamiliar with the manner of transmission, so feed-backs, cut-ins and other technical difficulties occurred.

"The same technicians were used for Test Baker, but for that second broadcast a much simpler form of transmission was used—one much more suitable for that type broadcast in that area. Instead of the broadcast being sent in snatches over several frequencies, with relay points and points of reception constantly changing frequencies for the best selection, Test Baker was sent as a 'complete package show' over three separate frequencies.

"It was relayed," he said, "from the Command Ship *Mt. McKinley* to Guam, and Honolulu, and on to San Francisco. The *Mt. McKinley* was used because she was the nerve center of the operation. Admiral Blandy and the expert observers were aboard, and immediately on hand for comment."

Admiral Miller

Mr. Royston

He said the power of the *Mt. McKinley* was 300 w.

"The pre-broadcast tests were a great help in the second broadcast," Mr. Royston said. "In the Able show, many of the pick-ups came in 'cold' with no cueing at all. For security reasons the *Appalachian* didn't arrive on the scene until three days before the bomb was dropped for the Able Test. That time was inadequate to set up facilities." He also mentioned transmission interference from the drone planes and other scientific experiments.

Test Signal Stronger

In discussing the *Spindle Eye*, Army communications ship, and source of contention between the networks and communications men at Crossroads, Mr. Royston said that on the way to Bikini the *Spindle Eye* and the *Appalachian* were both testing to RCA San Francisco, and the *Appalachian's* signal was twice as strong as that of the *Spindle Eye* when they were both underway.

The *Spindle Eye's* slow speed and present material condition were other reasons for her not being used, Mr. Royston said.

When asked by Admiral Miller what the attitude of the correspondents had been toward broadcast conditions, Mr. Royston said that many were "dissatisfied with things the way they were. They had been there a long time, too, and were restless. But when we explained the reasons for the bad transmission, and described the set-up for the second broadcast, they seemed to understand the picture, and cooperated beautifully," he added.

"Up until the last minute," Admiral Miller said, "the networks pleaded for use of the *Spindle Eye*.

Nets Complained

"There is one point I especially want stressed, though," he continued. "There was absolutely no contention between the Army and Navy for either of the atom tests. The Army and Navy worked as a complete unit—as the joint task force that it was. The only complaint came from the networks, and in many cases, it was justified."

Disclaiming all credit for aiding in the transmission set-up for Test Baker, Mr. Royston said that he "just ironed out a small kink or two, but all the work was done when I arrived." He gave much of the credit to Lieut. Comdr. Charles Colledge, in charge of technical arrangements aboard the *Mt. McKinley*. He is a former NBC technician.

Also brought out at the meeting was a message to the Commander of Joint Task Force 1, Vice Adm. W. H. P. Blandy, from Capt. Fitzhugh Lee, Crossroads information chief, saying that much of the criticism of the way in which the first test was conducted was "largely unfounded." It was inspired, he said, by network representatives in the Marshalls, who were not in command of all the facts. Several correspondents broadcast half-truths and misinformation over the air and on two-way service conversations to their parent companies, despite the fact, that public information officers had told them their facts were incorrect.

They inferred Army-Navy rivalry over the *Spindle Eye*, he said, which was "disproved by unquestionable facts." The ship was returned to Pearl Harbor on the recommendation of its senior officer, "Major Luichifrer of the Army Signal Corps."

Later BROADCASTING talked with Army T/4 John Krizek, ex-CBS engineer, and a technician on the *Mt. McKinley*. He substantiated Mr. Royston's report, adding that net correspondents scheduled broadcasts up to the last minute of the Able test, further complicating the situation.

DuMont Offers Charades For Department Stores

ALEXANDER Stores Inc., operator of community department stores in Greater New York, will sponsor a 10-week series of play-the-game telecasts, produced by ABC and broadcast on WABD, DuMont station in New York, starting Sept. 10. Placed through the William Warren Agency, the series is a video version of charades, with Dr. Harvey Zorbaugh of Columbia U. as master of ceremonies and a panel of guest experts.

Announcing the Alexander schedule, Paul B. Mowrey, ABC national director of television, pointed out that it represents a departure from the network's previous television policy of limiting sponsors to four weeks' participation in the ABC video experiments. Now that ABC has been granted video construction permits in Chicago and Detroit, Mr. Mowrey said, "We are confident that ABC's rapid strides during the next year will provide a field for programming development so much wider in scope that our sponsors cannot be adequately accommodated unless we remove the restriction on the tenure of their broadcasts."

NBC Cuts Stern Off the Air As Golf Pro Putts for Title

Collecting color for the first televised golf tournament is Johnnie Neblett (center) who handled all interview assignments and commentary. Left to right on the 18th green are Harvey Marlowe, ABC tele production head; George S. May, tourney sponsor; Mr. Neblett; Paul Mowrey, director of television for ABC and Byron Nelson, 1945 All-American title-holder.

NBC would just as soon forget its broadcast of the All-American Golf Tournament, Sunday, July 27 but stoutly defends its action in cutting the program off the air just as Herman Barrons was about to sink the four-foot put that won the title and $10,500.

Although Bill Stern, who was handling the play-by-play, on the 5:45-6 p. m. (CST) broadcast sponsored by the George S. May Co., made frantic pleas for the network to disregard its automatic time signals as the second hand approached 5:59:30, NBC was unable to do so.

Audience Frantic

The results flooded NBC's Chicago switchboard with phone calls from hundreds of listeners, all of whom demanded, "Did he sink it?" Barrons was still on the 18th fairway when Stern began the remote broadcast. With Ellsworth Vines in the lead with 281, Barrons needed par on the 18th to win with 280. His second shot hit a tree off the green and carommed into the spectators. By this time Stern was ready for a straight-jacket and the clock was at 5:57:00. Barrons pitched to within four feet of the cup and Stern was pleading with NBC in New York "to stay on the air."

Barrons was forced to let Jimmy Demaret hole out before sinking the putt that would win or lose the tournament and by the time he holed out, the nerve-wracked audience heard only Stern's "he's about to hit the ball" and the familiar NBC chimes.

Jules Herbuveaux, NBC Central Division program manager, said a series of "coincidences" made it impossible for NBC to carry over into the American Tobacco Co. *Fabulous Dr. Tweedy*. "It takes a lot of clearance to eliminate the time signal," Herbuveaux pointed out. "In the first place, Demaret sank a 30-foot putt which would have taken several minutes if he had needed an extra stroke. Barrons was under terrific pressure with a 279 and one stroke to go and said afterwards all he wanted to do was to get off the course and into the showers. If we had let Stern stay on those extra 15 seconds it would have snarled up the entire network."

As it was, WMAQ, Chicago NBC outlet, released a special sports bulletin at the conclusion of the Tweedy program, which the network duplicated immediately from New York.

But from 6 to 6:30 p. m. (CST), you couldn't call a Chicago radio station or newspaper, so heavy was the deluge of inquiries.

Transradio Rate Charge Dismissed

ON GROUNDS that "substantial" reductions have been made, FCC last week dismissed without prejudice Transradio Press Service's six-year-old complaint against rates charged by AT&T and associated companies for press private line teletypewriter service.

Giving final adoption to its June 26 proposed report, to which no exceptions were filed, the Commission noted that AT&T in 1943 eliminated the differential between "press" and "commercial" rates and provided a "substantial reduction" in charges for all users of this service. Press rates formerly were lower than commercial rates and were applicable to press associations and publications. Further reductions were made Feb. 1, 1946.

Discrimination Charged

Transradio's complaint claimed defendants' rate structure was discriminatory, handicapping Transradio in competing with larger news agencies serving radio and newspaper clients. Subsequent investigations instituted by the Commission were terminated with dismissal of the complaint.

FCC said its findings should not be construed as meaning that the reductions made are "the maximum" reductions or "that the defendants' methods of constructing rate patterns for any type of service are correct and proper." It said FCC "maintains a continuing surveillance over the investments, earnings and expenses of defendants" and will take steps whenever necessary to assure that rates are not unjust.

WBKB ON AIR 35 HOURS

Balaban & Katz Television Station Claims New Record for Sports Telecasts

ON THE AIR 35 hours and 8 minutes during the week of the All-American Golf Tournament in Chicago, WBKB Chicago, Balaban & Katz television station, set what it thinks is a new world's record for video transmissions within a week.

In addition to five hours or more of golf daily during the tournament (July 25-28), WBKB also televised five hours of wrestling and boxing, filling the remainder of the time with film and live talent studio programs.

Through negotiations with ABC for sponsorship of outdoors sports events, WBKB gave Chicago viewers their first glimpse of orthicon camera television during the All-American. Those who saw the Louis-Conn fight and the Gold Tournament said both were equally good from a technical viewpoint.

For the tournament, WBKB had its orthicon camera atop the observation booth at Tam o' Shanter Country Club, scene of the tourney. Images were transmitted by relay to Rainbo Arena, thence to the transmitter at State & Lake Sts., in the Loop district, a distance of about 20 miles.

The All-American was sponsored by U. S. Rubber Co. and a minute 16-mm film was used for commercial.

Jack Gibney, WBKB sports announcer, described the play from the observation booth. Johnnie Neblett did color and interviews on the 18th green. Production was in charge of Paul Mowrey, ABC television director, and Harvey Marlowe, chief producer.

WBKB was the only station at the course to give an eye-witness account of the historic final putt which won Herman Barrons the title and $10,500. NBC cut off the last 15 seconds of play just as Barrons was about to putt (see story on this page).

WANNA TIE THINGS UP IN BANDANA (Ky.)?

When the weather is hot but sales are cold, it's not a Bandana (Ky.) you need—it's business! There's no use in trying to cotton up to Bandana. It's just too small to soak up much trade. That's why WAVE doesn't try to reach such small and oddly-named towns. We're satisfied to have the Louisville Trading Area in our hip pocket (with more cash income and industry than you'll find in the rest of the State, *combined*)! If you want to really wrap things up you'd better stick with us here in Louisville. Shall we quote you on a package?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.

National Representatives

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day, 1000 watts night, 950 Kc. Rep. by Hollingbery

CBS STATION FOR THE SPARTANBURG-GREENVILLE MARKET

ABC Takes Over Michigan Properties

Negotiations Ended By Net Executives In Detroit

LED BY Edward J. Noble, whose fortune began some 20 years ago with his purchase of Life Savers Corp. for $2,900, and mushroomed into controlling interest in American Broadcasting Co., a group of network executives met in Detroit, July 29, to transfer ownership of WXYZ Detroit, WOOD Grand Rapids and Michigan State Network from King-Trendle Broadcasting Corp.

After morning conferences, Mr. Noble inspected the WXYZ offices and studios, and met employes. He was accompanied by George W. Trendle, president of the retiring management; Mark Woods, president of ABC; Robert Kintner, v-p in charge of advertising; John H. Norton Jr., v-p in charge of station relations; Ted J. Oberfelder, audience promotion manager, and John Donahue, manager of the ABC Detroit office.

Later at a news conference held in the Hotel Statler, Mr. Noble confirmed what each of the former King-Trendle employes had been waiting to hear: There would be no replacements "at this time."

Only major change in the managerial structure of WXYZ under the ABC regime is promotion of James G. Riddell, commercial manager, to the position of general manager, and Harold Christian, merchandising manager, to Mr. Riddell's former post. Mr. Riddell first went to work for King-Trendle 16 years ago as an office boy.

H. Allen Campbell, who owns 10% of the stock of King-Trendle Broadcasting Corp., which ABC purchased with FCC consent for $3,600,000, exclusive of *The Lone Ranger, The Green Hornet, Federal Ace, Challenge of the Yukon* and other program properties, will have "no direct connection with ABC under the new setup," he said. Instead he will act as sales manager for the King-Trendle programs and will act "in an advisory capacity only" for the network in Detroit. He has been general manager of WXYZ.

Asked of his plans for WXYZ and other radio properties purchased from the King-Trendle Corp., Mr. Noble said there would be no major policy change but that ABC intended to seek a CPA permit for construction of both a television and FM station, which the former owners had asked.

"We feel Detroit is a natural for a network television station and hope to be able to be in operation within a year, as we do in Chicago," Mr. Noble said.

He praised Mr. Trendle for the success of the station, which he had purchased more than 20 years ago after accumulating a fortune in partnership with John H. King in the theatre business. Mr. King no longer takes an active interest in the organization though he controls 40% of the stock.

Taking Over Aug. 15

Mr. Trendle said that as a result of discussions with Mr. Noble, the network would assume active operation of WXYZ and WOOD as of Aug. 15.

Mr. Noble said no further negotiations had been conducted with Liberty Broadcasting Corp., of Grand Rapids for the purchase of WOOD. Under stipulations set up by the FCC in approving sale of the King-Trendle stations, ABC will hold WOOD and its net profits in trust for the ultimate purchaser.

He added that ABC would make "every effort" to dispose of WOOD in accordance with the Commission's directives in respect to its Avco hearings, but that so far "no individual purchaser has been selected."

Mr. Trendle said he hoped to secure an FCC construction permit for a station in Flint, Mich. He was not interested in buying other stations or filing applications now.

At the news conference Mr. Noble was the butt of a practical joke played by members of the Detroit press. Bill Lampe, managing editor of the *Times*, introduced him to the "Bulgarian Consul" of Detroit who made an impassioned plea for the network's intercession in the internal affairs of Bulgaria. The "Consul" was Pat Mack, a professional "heckler."

Mr. Trendle said he "may invest" in ABC as soon as stock is made available to the public. ABC proposes to issue $13,200,000 of common stock at $15 per share.

PRODUCTION SPECIALISTS

CJOR is ready for the trend to local programming on the part of national advertisers . . . for, at CJOR, you'll find top staff members with a decade of local and network production experience. No other Canadian station west of Toronto can offer you the same cooperation when it comes to live talent programming!

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5000 Watts, 600 K.C.

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EASTERNERS LIKE 'CLOCK' TYPE SHOWS

THREE out of five stations in the NAB 2d District (N. Y., N. J.) feature musical clock programs during early morning hours and find them successful both in audience and sponsor appeal, according to a survey by Simon Goldman, manager of WJTN Jamestown, N. Y., chairman of the district's Small Market Stations Committee.

The musical clocks use records and transcriptions, with a personality featured as m. c. Commercials limited to not more than six per half-hour are favored in Mr. Goldman's comment on the survey. High percentage of sponsor renewals is shown by musical clocks.

Rouse Quits ABC

GENE B. ROUSE, program manager of ABC's Central Division, has resigned after nearly 20 years with the Blue network and its successor American Broadcasting Company. Mr. Rouse plans to enter the station management field after taking a few weeks' vacation.

Mr. Rouse

Newsmen of Radio Seek Aid of Bar

RADIO NEWSMEN of Chicago last week carried their fight to cover court proceedings on an equal basis with the newspapers to the Chicago Bar Assn. and received assurances that the Chicago Radio Correspondents Assn. executive committee would be given a hearing before the lawyers at an early date.

Bill Ray, NBC news and special events director and CRCA president, appeared before the bar association Thursday, asking that the lawyers support radio's fight to be given recognition as news correspondents. He told the association that stations are licensed under the Federal Communications Act in the "public interest, convenience and necessity" and that the correspondents interpret that to mean "radio should give full and impartial coverage of news events with "due regard to the dignity of the courts and the requirements of public taste."

Mr. Ray asked the bar association that it leave final approval for broadcasts of court proceedings to the discretion of individual judges and on condition that radio reporting be consistent with the dignity of the court. He appeared following a protest with the association filed by the senior judge of Chicago Municipal Court when NBC attempted to make a wire recording of a rental case.

Radio stations and networks to date have not been permitted to cover either the police investigation or courtroom proceedings connected with the case of William Heirens, 17-year-old suspect in the kidnap-murder of Suzanne Degnan and murder of Frances Brown, Mr. Ray told the bar association, although all Chicago newspapers have publicly charged Heirens with the crimes.

After hearing Mr. Ray's testimony the bar association said it would consider the arguments and set a date for future hearing with members of the CRCA executive committee. On the committee, besides Mr. Ray, are Bob Hurleigh, WGN; Julian Bentley, WLS; Bob Ward, WJJD; Everett Hollis, WBBM; Connie O'Dea, ABC.

New 50 kw Sought By Seattle Group

Assignment on 1540 kc Asked As ZNS Shifts From 640 kc

APPLICATION for a 50-kw station in Seattle on the Bahamas 1-A clear channel assignment, 1540 kc, was filed with the FCC last week. KXEL Waterloo, Ia., is the only U. S. station now operating on the 1540 kc frequency.

Headed by Dorothy S. Bullitt,, socially prominent daughter of the late C. D. Stimson, Seattle businessman, civic leader and sportsman, the applicant, Western Waves Inc., told the Commission that particular emphasis will be placed on subjects of a local nature in the public interest, "with due concern to minority groups." It was also stated that as a matter of policy, commercial programs will be sold as a "package," utilizing local talent—with the U. of Washington as a likely source. "Commercial spots, hitchhiking, morbid 'soap operas' and provocative dramas" will be banned, the applicant declared.

Former OPA Official

Mrs. Bullitt, who owns 38⅓% ow Western Waves Inc., formerly was music critic of the *Opera Magazine* and a member of the Governor's Unemployment Relief Committee from 1932-34. She is a member of the Seattle Community Chest and Council and the Civic Unity Committee an organization dealing with racial affairs.

Henry B. Owen, vice president and general manager of the proposed station was released recently from the Army as a lieutenant colonel. He was attached to the Military Government section. Prior to joining the Army, Mr. Owen served as State director and assistant regional director of OPA. Stimson Bullitt, a director of the applicant corporation, is a member of the Executive Board of the State Fair Employment Practices Committee and regional head of the American Veterans Committee.

Western Waves Inc. estimated cost of its proposed station at $197,628, with monthly operating expenses about $24,141.

Under the NARBA Interim Agreement adopted last March at the Second North American Regional Broadcasting Conference, Cuba relinquished 1540 kc, its only I-A channel, to the U. S. in exchange for 640 kc. The U. S., in turn gave 1540 to the Bahamas with Class I-A protection.

Effective July 28 at 9:15 a. m. ZNS Nassau, Bahamas, began broadcasting on 1540 kc. A. D. Hodgson, Director of Telecommunications for the Bahamas Government, asked that any reception of ZNS in the U. S. on the new frequency be reported to the Telecommunications Dept., P. O. Box 48, Nassau, Bahamas.

Jacob Rosenberg Dies at 51; Was Music Union's President

THERE was nothing incompatible about a love for music and an affection for regular meals, Jacob Rosenberg always said.

Hunger was not essential to artistry; Jacob Rosenberg had learned that through personal experience. Take his father, for example, he would say, fiddling like fury all his life to support a wife and 11 kids.

Jacob Rosenberg, the youngest of the brood, was 8 years old when the family moved from Austria to Manhattan's lower East Side, and he always remembered how hard his father had to fiddle in those days to keep the family in the slimmest necessities. It was the sort of life that Jacob Rosenberg was determined to correct.

Musical talent was a family trait among the Rosenbergs. Young Jacob was playing piano at East Side weddings by the time he needed to shave every day. He decided later to turn to drumming, a specialty more remunerative than the piano, and before long he was a member of the percussion section of the New York Philharmonic.

Active in Union

But the immigrant boy's abundant energies were by no means exhausted by the drums. When the newly-introduced canned music in theatres caused temporary unemployment among musicians, he became active in the efforts of the New York Musicians Union (Local 802 of the American Federation of Musicians) to keep its members on their jobs.

"Most musicians," he said, "are not long-haired fanatics who do not need to eat regularly." He began a rapid ascent to the top of union politics, meanwhile drumming in the NBC symphony orchestra.

In 1934 he was elected president of Local 802 and quit his musical career to devote full time to the union. In the 12 years of his unbroken service as its president, 802 grew to be the biggest, richest local in the AFM.

Wise in the intricacies of union politics, Jacob Rosenberg ran his local with a sure, firm hand. Dissonance occasionally jarred the harmony within the local [BROADCASTING, June 24, July 29], but never to the detriment of its force as a bargaining agent for its members. When factionalism seemed to be reaching threatening proportions, the local's president, an expert drummer, always managed a quick political paradiddle to beat it down.

He was not so adept at extra-union politics. In 1938 he ran for Congress on the American Labor Party ticket, but withdrew before the election. Three years later he unsuccessfully ran for the New York City Council.

Throughout the administration of Mayor Fiorello H. LaGuardia, Mr. Rosenberg was the Little Flower's consultant on civic music programs, also served on the advisory staff of the municipally-owned WNYC.

A fortnight ago, while dining at Lindy's, a Broadway restaurant popular among members of the entertainment world, Jacob Rosenberg was stricken with a heart attack.

Last week, in New York's Polyclinic Hospital, at the age of 51, Jacob Rosenberg died.

WOL Covers Georgia Lynchings by Recorder

NEWS COVERAGE policy based on the theory that stations must do the same coverage job newspapers receive from wire services, was tried out last week by WOL Washington in sending its own reporter to Georgia with a wire recorder to cover the lynchings.

Macon Reed flew to Atlanta July 28 with recording equipment. Monday he recorded an exclusive interview with Governor-elect Eugene Talmadge, then recorded views of law enforcement officers, citizens and Hiram Evans, former Ku Klux Klan imperial wizard. Special copy was wired to WOL for use on the MBS Fulton Lewis jr. newscasts.

TALENT HUNT GIVES NBC 18 NEWCOMERS

IN AN effort to stay current criticism that networks and agencies are relying on long standing favorites for their Hooperatings (see story, page 54), NBC has embarked on a new and vigorous search of all entertainment media to discover and groom fresh talent for its programs, Robert K. Adams, national production manager, said last week.

Mr. Adams and his staff scout for talent in the legitimate theatre, night clubs, and vaudeville. When they discover a promising individual their policy is to retain him on a certain guarantee per week, then train him for radio.

Currently NBC has about 18 new personalities, ranging from comedians to singers, undergoing training. The network also is planning to farm these people out to its stations for periods of 13 weeks. NBC has a budget of approximately $100,000—appropriated the first of the year—to develop newcomers and new shows.

Such programs as *Lucky Stars*, 4.30-5 p.m. on NBC use all the newcomers. *Broadway Carnival*, another new show Saturdays 8-8:30 p.m., features a new comedian, Bernie West. The talent lineup also appears on such shows as *Traveling Man* and *Grand Marquee*.

KPAC

Deepest in the Hearts of Texans

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Radio to Face New Set-up in Congress

Reorganization Bill Would Bring Committee Shifts

COMPLETE reorganization of the Senate Interstate Commerce Committee, in which radio legislation originates, is expected next Congress under the Congressional Reorganization Act, which has passed both Houses and which became law Friday with President Truman's signature.

Membership on the Interstate Commerce Committee is reduced from 21 to 13. Merged with the new committee will be the Committees on Manufactures, Commerce and Interoceanic Canals.

Merger Results

As a result of the merger, Sen. Edwin C. Johnson (D-Col.) may lose the chairmanship to Sen. Josiah W. Bailey (D-N. C.), providing the Democrats retain control of the Senate. Senator Bailey, now chairman of the Commerce Committee, outranks Senator Johnson by six years in seniority, thus he would be eligible to head the Interstate Commerce Committee.

Should the Republicans gain control of the Senate, Sen. Robert M. La Follette Jr. (P-Wis.), who has returned to the Republican Party, would be in line for the chairmanship, being the ranking member of the Committee on Manufactures. His service began in the Senate in 1925, when he was named to succeed his late father, Sen. Robert M. La Follette. Next in line is Sen. Arthur H. Vandenberg (R-Mich.), who went to the Senate in 1928, and who is the ranking Minority member of the Commerce Committee.

Nobody on Capitol Hill would hazard a guess last week as to the new committee set-up. Normally Senator Johnson would be in line to succeed Sen. Burton K. Wheeler (D-Mont.), retiring chairman [BROADCASTING, July 22], if the Democrats retain control.

Committee chairmen will be chosen in Democratic caucus, should the Majority party continue in power. It was no secret that heated arguments are expected, since several Senators are said to have their eyes on the Interstate Commerce Committee chairmanship. Friends of Senator Johnson feel that he will win the appointment, inasmuch as Senator Bailey has been in ill health the past year and may not be able to devote the time necessary to the job.

On the House side, Rep. Clarence F. Lea (D-Calif.) is assured the chairmanship again of the Interstate & Foreign Commerce Committee, should the Democrats retain control, but even some Democratic members feel the Republicans will take the House. In that event Rep. Charles A. Wolverton (R-N. J.) is in line to head the committee. House committee membership would be reduced from the present 28 to 27.

Voluntary Bankruptcy Petition Is Filed in Court by Associated

LAST spadeful of dirt was tossed on the grave of Associated Broadcasting System (born Dec. 23, 1943; died Feb. 12, 1946) last week in Grand Rapids as Leonard A. Versluis, president of the defunct network, and other stockholders appeared in Federal court to file voluntary petition of bankruptcy.

Chester C. Woolrich, referee in bankruptcy for the U. S. District Court, Grand Rapids, appointed George F. Labour temporary custodian until Sept. 4, when a meeting of outstanding creditors will be held in Grand Rapids, and a receiver designated.

Originally known as Associated Broadcasting Co., the network brought suit against American Broadcasting Co. in Federal court, Chicago, in November 1945 charging ABC with infringing on its prior ownership of the letters, ABC. The suit was settled out of court Dec. 14, 1945 for a reported $25,000 and Associated became Associated Broadcasting System.

Other officers of Associated as it ceased operation were R. C. Kelley, vice president; Earl Waring Dunn, secretary. General manager of Associated with headquarters at WLAV, owned and operated by Mr. Versluis in Grand Rapids, was C. W. Kuning.

In the bankruptcy petition no stockholders were listed as holding more than 45% of the stock. Unsecured claims against the network include those of 55 stations, all executed in December 1945. They include WJW WJBK and CKLW Detroit; WJJD and WIND Chicago; WLAV Grand Rapids; WTOL Toledo; WWSW Pittsburgh. Largest single account among the stations listed as creditors is KVI Tacoma Wash.

Claimants

In addition, claimants include Atlas Corp., New York, holder of an unexecuted option calling for controlling interest in the network for $150,000, which automatically became a loan, and People's National Bank, Grand Rapids, Mich., which advanced Associated $70,000 on a note. The corporation is also defendant in two lawsuits, one for $16,000 filed by Martin Fox, a Grand Rapids jeweler, and another for $4,000 filed by Ray M. Veenstra, secretary and treasurer of the Fox chain of jewelry stores. Mr. Versluis is named codefendant in both actions.

Another large individual creditor is the network's legal counsel, Gary, Desvernine and Kissam, New York, which has a claim of $15,000 for legal fees in negotiating the Atlas loan.

Mr. Kelley and Mr. Veenstra recently filed articles of incorporation as Liberty Broadcasting Corp. with the Michigan Secretary of State. They are said to be negotiating for purchase of WOOD Grand Rapids, up for sale as a result of purchase by American Broadcasting Co. of the King-Trendle properties, including WOOD and WXYZ Detroit. Purchase price has been set by the network in excess of $800,000.

NAB Collects File On Labor Matters

Full Information Is Available On Cases During 1946

FIRST complete industry file on labor relations has been developed by the NAB Employe-Employer Relations Dept., working with an expanded budget since Jan. 1 under direction of the board of directors. The department's reference and advisory setup will be outlined to the Employe-Employer Relations Committee, of which John Elmer, WCBM Baltimore, is chairman, when the committee meets Aug. 12-13 at the Hotel Statler, Washington.

Creation of a three-man labor branch was authorized a year ago by the board. Milton J. Kibler and Ivan H. Peterson, assistant department directors, have handled the entire project since Jan. 1. The directorship has been vacant since John Morgan Davis resigned last autumn, but NAB is understood to be making progress in selecting a successor.

Flood of Negotiations

With the postwar period bringing a flood of contract negotiations and union problems, the department has provided detailed information and background in 150 cases that have come up since Jan. 1. This phase of its work has been stepped up by collation of various types of station-union contracts and analysis of their provisions.

Complete reference facilities are now available on legislation and regulations affecting labor. Other files cover wage data, wage-hour matters, contract negotiations and group bargaining. The department has conducted research into effect of legislation, including the Lea Act, and has held numerous conferences with union representatives. In addition it has participated in court proceedings affecting labor and has been active in the New Mexico sales tax case.

Plans to expand the department's activities to meet anticipated developments in labor relations will be explained to the committee.

KING FOR A DAY is Jack Bailey, m.c. of MBS *Queen for a Day*, which recently celebrated its first anniversary on air. Honoring king who is seated on the queen's throne are (l to r): Jim Morgan, *Queen for a Day*, business manager; Sydney Gaynor, Don Lee Broadcasting System, Hollywood, general sales manager; Raymond R. Morgan, president of agency bearing his name; Mr. Bailey; Fort Pearson, announcer; Bud Ernst, producer. Program is co-sponsored by Miles Labs, Elkhart, Ind. (Alka Seltzer), and Procter & Gamble Co., Cincinnati (Duz).

MIDDLESBORO'S CP IS SET ASIDE BY FCC

FCC announced last week that it had set aside its grant to Middlesboro (Ky.) Broadcasting Co., for a new station at Middlesboro and designated application for hearing with a request for the same facilities at Morristown, Tenn.

The grant, made April 10, authorized the use of 1450 kc with 250 w fulltime [BROADCASTING, April 15]. It was set aside July 25 on petition of Cherokee Broadcasting Corp., which applied for the same facilities at Morristown two days before the Middlesboro grant was made. Decision to set aside was announced by the Commission July 31. Hearing date was not set.

The Middlesboro firm is owned in equal shares by K. N. Harris of Harris Oil Co., president; Al Brener, engaged in trade association and public relations work, and H. H. Hutcheson, city clerk of Middlesboro. The Morristown applicant is owned equally by H. S. Walters, president of Walters & Prater construction and contracting firm, president; W. E. Hodges, partner in Burke & Hodges Lumber Co., and W. J. Barron.

KWIN Takes Air; Staff Is Announced

KWIN Ashland, Ore., operating on 1400 kc with 250 w fulltime, went on the air Aug. 1. Station is an affiliate of per-occasional regional United-Pacific Network.

Headquartered at 1160 Helman Road and operated by Rogue Valley Broadcasting Co., KWIN facilities include three studios with control room; music and transcription file rooms; three executive offices and those for program director and copywriters. Equipment includes Western Electric transmitter.

M. S. Hamaker and H. A. Merrill are president and vice president respectively of operating firm. Roy R. Peck, former Raytheon field engineer, is station manager. Logan Nininger, formerly of KIEM Eureka, Calif., is commercial manager and Floyd Rush program director. Operator-announcers include Jim Strickland, Ralph Brown, Verne Kuykendall, and Glen Garvey. Phil Schwab is continuity writer and Donna Frazier office manager.

Station subscribes to AP, World Broadcasting System music, W. E. Long program service and NBC Thesaurus.

THE *Fred A. Palmer* CO.

SEVENTH FLOOR
UNION TRUST BLDG.
CINCINNATI 2, OHIO

RADIO STATION CONSULTANTS *on* MANAGEMENT *and* OPERATION

17 YEARS OF SUCCESSFUL STATION MANAGEMENT

DuMont Plans Televised News Bulletins Across Its Clock-Face Test Patterns

MAKING a real service feature out of television's most static transmission, the test pattern, WABD New York is adding up-to-the-minute news to the time service begun earlier. The station has worked out an arrangement with International News Service whereby a special INS staff will process news for video presentation in ticker-tape fashion, the words running across the face of the clock in a single horizontal line.

The news service, to be started either Aug. 12 or 19, depending upon completion of the receiving apparatus, will be telecast at first from noon to 2 p.m. daily. Subsequently the service will be expanded to include all times the WABD test pattern—a Western Union clock—is on the air and eventually the station will receive the service continuously throughout its broadcast day, so that bulletins of outstanding interest may be telecast as they come through, either as program interruptions or more probably superimposed on the regular program picture without halting it.

Based on a suggestion made by Leonard Cramer, executive vice president of Allen B. DuMont Laboratories, the equipment for the visual news transmission was developed jointly by DuMont and INS engineers, Samuel H. Cuff, WABD manager, said. In essence, Mr. Cuff explained, the news is fed to the station by wire from the INS New York newsroom and received at WABD on a moving tape which is picked up by one camera and the image superimposed on that of the clock face, picked up by a second camera. This two-camera arrangement will permit the news to be used in connection with material other than the clock-face test pattern, when desired.

Two-hour midday transmission, Monday through Friday, with which the service will start, will not only provide a news-and-time service for housewives, but will also give video receiver dealers a chance to demonstrate their sets with something more interesting than a simple test pattern. Each program will open with a three-minute montage depicting the world-wide operations of INS in collecting and distributing news.

Although for the present the service will be confined to a single station in a single city, Mr. Cuff predicted that it will become a nationwide operation. DuMont, he said, has first refusal rights to the service in all cities in which it plans to operate video stations, and INS is free to sell the service to other video operators in other cities on a syndicate basis.

AMBITIOUS YOUTH

Proposes Fifth National Net; Independents Buzzing

AN 18-year-old high school graduate set out last week to accomplish what radio veterans have failed to do—establish a successful fifth national network. He is Gerald G. Eckhart, of Winnetka, Ill., who was graduated last August from New Trier High School, Evanston, Ill.

Whether he fulfills his ambition remains to be seen but he started the nation's 57 independents buzzing. On Monday he sent to each a letter proposing his network with headquarters in Hollywood, because that's the trend in program originations. Besides, he said, production costs run pretty high in New York. By Thursday five stations had replied—all expressing interest.

He hasn't filed incorporation papers, pending final negotiations for financing and adoption of network policy. Tentatively he has decided to call his organization the General Broadcasting Co., or International Broadcasting Co., if either of the names is available. If not, he'll find another. Of one thing he is certain: The country needs a fifth nationwide network to compete with the "big four."

KFMB *Sells* SAN DIEGO

San Diego Leads Again!" "Sales Management" Index places San Diego SECOND in U. S. in percentage of gain in total sales and services. You can reach this market "from within" completely and economically with KFMB.

KFMB
BASIC AMERICAN NETWORK (Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Are you interested in a career in facsimile broadcasting? (Programming, and application; non-technical.) Write fully, giving experience and other pertinent material. Reputable firm will hold all replies confidential. Box 647, BROADCASTING.

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Aggressive salesman wanted for Texas station. Give full details. Box 592, BROADCASTING.

Wanted—Chief engineer for new 250 watter eastern seaboard who wants to grow with his station. Must be a veteran able to keep pace with new developments and available immediately. Box 639, BROACASTING.

Wanted—Experienced announcer with first class ticket. $40.00 per week. Address reply Box 640, BROADCASTING.

Wanted—A thoroughly experienced hard working local commercial man who wants to get ahead. The station is a New England basic network affiliate. Rapid opportunity for right man to become sales head starting salary $70.00. State all details in the first letter. Box 641, BROADCASTING.

Manager—Profitable middle Atlantic 250 watt station wants sales-minded, sales-experienced manager. Box 643, BROADCASTING.

Account executive wanted. Small recognized New York agency, amply financed, congenially staffed, wants account executive with billing. Our people know about this. Write fully, in confidence. Box 644, BROADCASTING.

Wanted—Experienced combination traffic clerk and transcription librarian 5000 watt CBS affiliate. Box 648, BROADCASTING.

Sports announcer, intimate knowledge football and baseball. Passing knowledge other sports. 5 kw southern CBS station. Minimum salary $62.00 weekly. Immediate opening. Box 651, BROADCASTING.

Attractive proposition for experienced time salesman. Commission and drawing account. Rocky Mountain area. Box 655, BROADCASTING.

Sales manager—250 watt midwestern network station planning power increase. Excellent community and market. Position permanent. Send full details including picture. Box 658, BROADCASTING.

New 20 kw FM station, New England, wants announcer who can also handle programming and/or promotion, continuity. Musical knowledge desired. Box 666, BROADCASTING.

Experienced radio salesman Washington, D. C. area. Write qualifications, address, phone, ETC. Box 669, BROADCASTING.

Writer, commercial announcements and programs wanted for permanent position on well established and growing station, midwest. State experience and salary; also samples first letter. Box 670, BROADCASTING.

Need 19 first class engineers with announcing ability, also sports announcers. Radio's Reliable Resources (Employment Agency), Box 413, Philadelphia.

Wanted—First class operator, 250 watt station. No experience necessary. Write or wire KVOC, Casper, Wyoming.

Wanted immediately—Engineer with first class ticket. Wire details and salary expected. Radio Station WTSB, Lumberton, North Carolina.

Combination announcer-operator with first class license for regional NBC affiliate. Send snapshot first letter. KSEI, Pocatello, Idaho.

Margaret Ann: if new play coming up desire to contact. Write me Box 690, BROADCASTING. Brian

Help Wanted (Con'd)

Wanted immediately—Announcer with 1st class license for 250 watt network station. $65.00 per week starting, permanent. KSUN, Lowell, Ariz.

First class engineer wanted for 5 kw daytime ABC station. Radio Station WRRF, Washington, North Carolina.

Announcer-operator with first class license, write KYOS, Merced, California, stating qualifications and salary.

Wanted immediately—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.

Combination engineers - announcers. Starting salary $40.00 a week for 40 hours. Phone or wire WMON, Montgomery, West Virginia.

Announcer—New England outlet looking for announcers interested in growing with progressive station. An excellent opportunity for the right man. Wire E. T. and salary requirements immediately. Box 689, BROADCASTING.

Now accepting applications for commercial manager, salesmen, program director, continuity writers and engineers for new network station in mid-eastern city. Men we want must be of high calibre. Lucrative market, but high-competitive. Box 688 BROADCASTING.

Wanted—Operator with first class license, no previous broadcast experience necessary. WHNC, Henderson, North Carolina. Phone 736.

Continuity—Experienced in all types of station copy. Particularly local commercials that sell. Must be able to supervise department in addition to own writing duties. 5 kw major market midwestern network affiliate. Give full particulars including experience, salary expected when available, character and ability, references, telephone number and enclose small snapshot. Confidential. Box 687, BROADCASTING.

Farm program man who can build and announce all types of rural programs. Midwestern background essential. Send your "selling" story to Box 684, BROADCASTING.

Women's program director—With the "know how" to write and announce daily homemakers' program and conduct interviews on midwestern station. Home Economics background desirable. Give complete background and salary desired. Box 685 BROADCASTING.

Wanted—First class engineer, continuity writer and first class engineer announcer. WMJM, Cordele, Georgia.

Announcers, engineers, salesmen! "Radio Jobs" lists jobs open throughout country. Published weekly. Send for free sample copy. Radio Jobs, 545 Fifth Aenue, New York, N. Y.

Wanted—Engineer, first class; assistant program director and newscaster. Excellent talent fee possibilities, good working conditions. Can use Hammond organist and top-flight announcer who has first class engineer's ticket. Box 680, BROADCASTING.

KLIX, Twin Falls, Idaho needs combination announcer-engineers. Send disc and your story to Frank McIntyre, KUTA, Salt Lake City. Twin Falls is near Sun Valley in the heart of scenic Idaho where huntin' and fishin's fine.

Wanted immediately. Salesman for WNOC, Norwich, Connecticut, straight commission, state experience. Virgin market.

Combination engineers-announcers with first class license for new station. Rush transcription, complete qualifications to Jimmy Trippe, WKUL, Cullman, Alabama.

CHIEF ENGINEER AVAILABLE

20 years' best radio experience. Last two years Navy radio-electronics. EE degree. Married. Qualified to design and build new station and directional antenna system. All FCC licenses.

BOX 665, BROADCASTING

Help Wanted (Cont'd)

Wanted—Assistant commercial manager who is ace time salesman. Salary and commission $100 week possibility immediately. Give references. Box 681, BROADCASTING.

Salesman, preferably single, and who can write copy for 5000 watt NBC Rocky Mountain station. Send photo, references, Box 517, BROADCASTING.

Announcer-continuity writer and idea man for 1000 watt network affiliate in west. Appreciate transcription, photo, sample continuity, references. Box 518, BROADCASTING.

First class licensed engineer, Rocky Mountain station. Excellent working conditions. Need car. Send photo, references with application. Box 535, BROADCASTING.

Situations Wanted

Experienced, first class operator, 11 years in radio. Can do combination. Have had construction experience. 33, married, veteran. Available on 10 days' notice. Answer Box 546, BROADCASTING.

Why not get that application on file? We handle all details for you in an efficient expedient manner. Let us make your idea a reality now! Box 594, BROADCASTING.

Unusual amateur experience. Broadcast season major college basketball, also nightly P.A. newscast for 6,000 audience while in Navy. State tennis tourney, interview shows, drama. As professional writer have sold slicks. Announcing or script job. Box 619, BROADCASTING.

Hollywood trained announcer—short on experience, long on ambition. Will travel anywhere. Box 632, BROADCASTING.

Continuity writer wants boss' marriageable daughter. Personal resume on request. Absolute satisfaction guaranteed, or your job and daughter cheerfully refunded. Box 645, BROADCASTING.

News editor—Pre-war quality and experience, looking for congenial long term connection. Will sign contract. Box 646, BROADCASTING.

Seven years top radio experience—as program director and announcer. Any station with a "present" as well as a "future" considered. Available short notice. College graduate. Box 652, BROADCASTING.

Announcer, veteran 42. Disc and photos available. Will write details. Box 654, BROADCASTING.

Station manager—Wide experience in sales and programming. Now with Chicago station. Desires connection with a new or established local. Veteran. Box 656, BROADCASTING.

Announcer—Veteran, 25, completed professional workshop course in recognized school. 3½ years experience in AAF. Married, one child. Excellent recommendations. Available two weeks notice. For more information write Box 659, BROADCASTING.

Manager or assistant manager. 15 years as announcer, continuity editor, program director and assistant manager. Good reference record. Will assist overbusy manager or will start a new station off right. Box 661, BROADCASTING.

Experienced manager—former station owner, wants managerial position, prefer south or west. Box 662, BROADCASTING.

Announcer-newscaster, good voice, three years experience. Ex-serviceman, middlewest preferred. Will consider others. Available immediately. Box 663, BROADCASTING.

Veteran, newscaster, desires news-editorship of small station or assistant news-editorship larger station. Newspaper background, but fully trained in radio news writing, regulations. Other interests: public service programs, production, scripting. Box 664, BROADCASTING.

8 YEARS EXPERIENCE

Play-by-Play Football, Basketball.

Vet., age 30.

Write, wire or phone Hugh Harling, KRRV Denison, Texas

BROADCAST STATION WANTED

Responsible individual with adequate finances will purchase for cash low or medium powered broadcast station.

BOX 660 BROADCASTING

ARE YOU THE YOUNG MAN WE WANT?

Some youngster in radio is looking for a chance. He is now a junior in radio not over 25 years old and will do anything around the station to learn the business. He has done some announcing. He has tried his hand at programming. He can talk fast in a tough spot and he knows how to sell his personality. He must be a former GI Joe and be willing to start at a living wage and come up with a fast growing new FM station. He will take veteran's on-the-job training with us and go on from there. We have several openings for there type of men. Write us and tell us all about yourself, giving references.

WRCM,

"New Orleans' First FM Station"

Attention . . .

NEW YORK STATION REPRESENTATIVES

One of New York's best qualified sales executives is re-locating.

Here's the happy combination of brain-power and leg-work that's produced a terrific record of peak radio sales. Experienced in every important phase of big-time radio advertising. New business development will justify salary within six months.

Insure Your 1947 Projected Sales Increase.

Write Box 638, BROADCASTING

ARE YOU THIS MAN?

You have imagination. You have never been in a rut. You long to do something different in radio. You have had considerable radio announcing and programming experience and you are definitely interested and capable of doing a bang-up job of programming. You want to get started on the ground floor with a live, young, new outfit in FM and go places and do things. If you are this man and are not over 30 years old, send us your application, either on a platter or in a letter and tell us in your own words just who you are, what your ideas are and why you want this job. By all means be sure to submit a recording of your voice. Also a recent photo of yourself. The job will pay from $2,600 to $3,600 to start.

WRCM,

"New Orleans' First FM Station"

FOR SALE

1000 watt full time clear channel station on Pacific Coast. Owner retiring

BOX 621, BROADCASTNG

Situations Wanted (Cont'd)

Newsman-announcer—good voice, splendid sponsor record and recommendations. Handle own commercials, wide experience reporting, rewriting, special events. Winner 1945 National Award for employer. Newsroom director experience. Box 667, BROADCASTING.

Engineer studio—Experienced. Recording. Married. Desire permanent position with network or originating station. Best references. Box 671, BROADCASTING.

Chief engineer—age 35. Qualified engineer. Married. Construction and maintenance. Operation all types equipment. Desire permanent position with future. Excellent references. Box 672, BROADCASTING.

Available—Top flight sports editor. Known throughout the nation. Aggressive, intelligent, plenty of ideas. Interested in station wanting to build full sports coverage. Twelve years experience. Salary requirements between 7500-10,000. Will be glad to furnish proof of ability, etc. Box 673, BROADCASTING.

Available — Qualified announcer-operators, newscasters. Radio's Reliable Resources, Box 413, Philadelphia.

Commercial announcer—2½ years experience. Some special events. Veteran, 21, married. Desires position with future on small station. Fine voice and delivery. Transcription on request. Jack Rush, 900 West Marquette Road, Chicago 21, Illinois.

Announcer — Metropolitan experience since 1936. News and transcriptions for national advertisers. Naval war service soloist with Blue Jackets choir and radio technician. Some network shows. Permanent offer anywhere. Disc on request. Telephone 7-4037. Write Fred Scott, 2417 West End, Nashville, Tennessee.

Versatile announcer; grand background. Special events, news, sports, disc shows. Single. Go anywhere if proposition attractive. Available Sept. 1st. Charles Mowat, 1223 Ofarrel Street, San Francisco, California.

Announcer—Aspirant, two years Boston University. Background, violinist, baritone vocalist, desires enter field. Schooled in diction. Norman Messer, 2409-11 Broadway, New York, N. Y.

Want laughs?—Comedy writer with new-type, wholesome humor? Contact me. Also available for straight, stooge or lead comedy roles. Rapid-fire ad-lib. C. H. Clark, 87-72 148 Street, Jamaica, L. I., N. Y.

Transmitter operator maintenance—veteran. First class phone and telegraph. Served seven years as chief radio officer aboard ship. One year maintenance Signal Corps. Anxious start broadcasting. Good technical background. James Calderon, 462 Carrol Street, Brooklyn 15, New York.

Announcer—veteran. Excellent professional recommendation. Single, 25, reliable, ambitious. Will go anywhere. Albert Yuni, 762 Georgia Ave., Brooklyn 7, N. Y.

Announcer—Young, capable, ambitious. Excellent training. Good commercial style. Free to audition, voice recording available. Irving Smith, 232 Evergreen Avenue, Woodlynne, New Jersey.

Station Manager—Ten years' experience, network, local programming, production; promotion, sales, program director, announcer, news editor. Available Oct. 1. Box 686, BROADCASTING.

Manager—Qualified, experienced radio man with enthusiasm and sincerity desires permanent position. Prefer local station in small, progressive community. Dependable. Family. References. Box 677, BROADCASTING.

Chief control operator — Thorough knowledge of local and network operations and production. Experienced know how of recording. Dependable and accurate. Box 675, BROADCASTING.

Want job with future—Girl, 22, college grad, publicity, radio copy and program experience, television, newspaper, Columbia Radio School training. Box 676, BROADCASTING.

Assistant manager or program director—Young family man. Over six years experience. Capable of doing top-notch job as references will testify. Box 678, BROADCASTING.

Station manager available for the south or midwest. Sixteen years experience in all phases of broadcasting. Now connected with 5 kw NBC affiliate. Box 679, BROADCASTING.

Combination operator-announcer, 1st fone, now employed by NBC clear channel station in metropolitan market as announcer. Married, veteran, six years experience. $75.00 weekly minimum. Box 683, BROADCASTING.

Situations Wanted (Cont'd)

Veteran, 28, married, 2 dependents, 5 months A. F. N. experience in announcing and writing. Interested in small station work, 5000 watt or under. College graduate, dependable, conscientious, used to hard work. Graduate of nationally recognized school. Highest recommendations. Anxious to get started as announcer writer. Can write continuity. Box 691, BROADCASTING.

Available 1 September—Radio showman with nine years local and network experience. For last three years producer and MC of radio and stage shows for Army and Treasury Department. Presently public relations officer for Army Public Relations School. Experienced in all types radio production and announcing. Desire position as program director or production manager. Would also consider MC spot if sufficiently profitable. Excellent references. Box 692, BROADCASTING.

Veteran, age 22, married. Announcing, continuity and platter experience. Can do adlibbing. 2½ years Army experience. Graduate first class school. Willing to go anywhere; do anything. Box 694, BROADCASTING.

Managerial position—Thoroughly qualified to assume complete responsibility of new or established station operation. Veteran, 35, married. Now employed as sales executive. Outstanding character and background references. Box 695, BROADCASTING.

Wanted to Buy

Three-phase transformer with reactor to deliver 8000 volts rectified DC from 4 to 10 Amps. Box 568, BROADCASTING.

Two insulated, guyed or self-supporting vertical radiators 225 ft. or a little higher. Box 569, BROADCASTING.

Radio station preferably but not necessarily with network affiliation. Replies strictly confidential. Box 626, BROADCASTING.

Radio station small interest—Connecticut, New Jersey, New York engineer. Box 649, BROADCASTING.

Would like to buy a 5000 watt broadcasting transmitter. Preferably one of the well-known makes, not over three years old. State price and condition. Box 653, BROADCASTING.

Wanted—Two RCA 70-C Studio Vertical-Lateral Playbacks and quality microphones, such as RCA 44-BX, in good condition. Write Box 682, BROADCASTING.

For Sale

For sale: antenna and console speech system at reasonable price. For full particulars write Box 642, BROADCASTING.

For sale—Complete transcription studio. Presto recording table model 6D with 1B cutting head in portable case. Fairchild portable amplifier model 219. Three position mixer—2 mike and 1 phono. Portable playback unit 78 and 33 1/3 with pickup, no amplifier (AC only). 1 RCA speech microphone. 1 Shure super cardioid microphone. 1 Boom-stand (mike). 1 floor stand (mike). Long cable and connectors for mikes. Not sold in part. Price complete $1100.00. Rev. Herman Renkema, Baileyville, Illinois.

For sale—One RCA studio console—type 76-A complete with one set of tubes. Easy to install and maintain. Also, one RCA 70-A turntable with both vertical and lateral pickup. Above equipment ideal for economically minded new C.P. holders. Package price most reasonable. Wire or write Lincoln Dellar, KXOA, Sacramento, Calif.

For Sale—One hundred kilowatt Diesel generator. This generator is brand new, never crated. 100 kw full Diesel with spare parts, tools, etc. The output of the generator is three phase, 220 volts, four wire with separate neutral. Output can be either 50 cycle or 60 cycle and either 220 volts or 440 volts. This is a beautiful machine built by Hercules for the Army and is just the thing to make the radio station completely independent of regular power source in an emergency. Henry Lewis, Box 449, Norfolk, Virginia.

For Sale—250 watt transmitter with two complete sets of tubes. Antenna coupling units. Meters and many other parts for 250 watt operation. All equipment in excellent condition and ready for immediate delivery. Transmitter taken out of service July 14th. Phone, write or wire Nathan Frank, WHNC, Henderson, North Carolina.

One (1) kilowatt Kluge Linear Amplifier —Immediate delivery, new. $3,000.00. Radio Engineering Company, 1355 Market Street, San Francisco. Market 8171.

Hirschman Alters WABF Application

Forms Corporation; Borrows From Book-of-Month

AMENDED APPLICATION seeking transfer of WABF and W2XMT, New York FM and high-frequency experimental television stations respectively, to a corporation headed by Ira A. Hirschmann rather than to Mr. Hirschmann individually, was filed with FCC last week.

Mr. Hirschmann originally sought Commission approval of $106,000 purchase as an individual [BROADCASTING, April 15], but at that time intimated that he would incorporate his holdings to provide for a stock sale to Samuel Wechsler, a member of the New York stock exchange and president of Samuel Wechsler & Co., New York stock firm.

Officers of the new corporation—Hirschmann Broadcasting Corp.—and their ultimate interests would be: Mr. Hirschmann, president, 78%; Mr. Wechsler, vice president, 22%; Alvin Hirschmann, vice president, and Norman A. Levine, secretary-treasurer.

Authorized capital stock of Metropolitan Broadcasting Corp., licensee corporation now controlled by Bloomingdale Bros. and Abraham & Straus Inc., New York department stores, is 14 shares of class A voting stock and one share of class B nonvoting stock. Seven shares of the class A stock each are owned by the department stores. Mr. Hirschmann, vice president of Metropolitan and director of station operations, owns the one share of nonvoting stock. Metropolitan would be a subsidiary of Hirschmann Broadcasting.

The application stated that Hirschmann would borrow $200,000 from Book-of-the-Month-Club Inc. Security for the loan would be eight shares of the capital stock of Metropolitan Broadcasting Corp. Mr. Hirschmann would repay the loan over a period of four years at 1% interest, the application asserted.

Book-of-the-Month Club now has an application pending for a New York class B FM station. However, BMC stated that should FCC approve the transfer, it would withdraw its FM application.

Bloomingdale and Abraham & Straus, present owners, stated that they desire to sell WABF because it "has been operating at a loss." $3,000 advanced to Metropolitan by both firms to aid operation of the stations, will be repaid.

WABF has been operating on a six-and-a-half day schedule for the past four years. It is now assigned 98.5 mc.

Miscellaneous

Disc jockey's comedy material. Box 493, BROADCASTING.

Newsman has $5,000 for active investment eastern radio station Box 650, BROADCASTING.

Check your listening audience with actual photographs on postcards for very low cost. Offer your star's picture over the air. Photo Postcards go first class mail for 1c postage. Send photograph for free sample postcard. 500 @ 3c; 1000 @ 2½c; 5000 @ 2c. Artcraft Studios, 2112 Lee Road, Cleveland, Ohio.

New 5000 watt AM station contemplated, upstate New York. Virgin radio territory. Veteran currently forming company, preparatory filing FCC application. Have legal-engineering consultants, interested staff. Market might reach NYC. Consider all propositions, investment or otherwise. Principals only. Box 674, BROADCASTING.

Brown in Charge

REP. Clarence J. Brown (R-Ohio) moves into Republican National Committee headquarters, Washington, this week to supervise the committee's campaign to elect Republican majorities in both Houses of Congress, B. Carroll Reece, GOP national chairman, announced last week. Chairman of the Republican National Executive Committee, Congressman Brown will devote his full time to the campaign, with Congress in adjournment. He was active in passage of the Lea Act, so-called anti-Petrillo bill, and has taken an interest in broadcasting generally.

Upcoming

Aug. 5: Further hearing on WNEW license renewal, increase power; Missionary Society of St. Paul the Apostle, seeking WNEW facilities. Room 806, USCG Bldg., New York.
Aug. 5: NAB Board By-Laws Revision, Hotel Stanley, Estes Park, Col.
Aug. 5: NAB Board on Certificates of Merit, Hotel Stanley, Estes Park, Col.
Aug. 5-6: Further hearing on clear channel broadcasting, FCC Washington.
Aug. 5-6: Western Assn. of Broadcasters (Canadian) Annual Convention, Harrison Hotel, Hot Springs, B. C.
Aug. 6-8: NAB Board of Directors, Hotel Stanley, Estes Park, Col.
Aug. 10-11: NBC Stations Planning and Advisory Committee quarterly meeting, Estes Park, Col.
Aug. 12: NAB 15th District, Monterey, Calif.
Aug. 12-13: NAB Employe-Employer Relations Committee, Hotel Statler, Washington.
Aug. 23-25: AFRA National Convention, Hollywood.
Sept. 9-10: NAB Small Market Stations Executive Committee, Washington.
Sept. 11: Brand Research Foundation regional meeting, San Francisco.
Sept. 19-22: Affiliated Advertising Network annual meeting, Salt Lake City, Utah.
Oct. 8-9: Kentucky Broadcasters Assn. Executive Committee, Lafayette Hotel, Lexington, Ky.
Oct. 10-11: Television Broadcasters Assn. second video conference, Waldorf-Astoria, New York.
Nov. 21-22: Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.

Management-Ownership Opportunity

One member of partnership, holding CP for local station in medium-sized southern city, must withdraw because leaving country. Willing to transfer interest to experienced radio executive who is able to assume full management of station with privilege of buying half interest. City is now inadequately served and offers excellent opportunity for growth and development. Station will be real civic builder. Write full details of management qualifications and ability to finance half interest to Box 693, BROADCASTING. Confidential.

JACK HARRIS, (r) associate manager of WSM Nashville, is congratulated by Col. Leon J. Livingston, executive officer, War Dept. Public Relations Division, on being sworn in last week as civilian consultant to the Army's Radio Section. Mr. Harris is former head of the Radio Section. He was released from the Army as colonel, following duty at General MacArthur's headquarters in Manila and Tokyo.

GE to Take Over Radio Relay From Globe, IBM

GENERAL ELECTRIC Co. expects to take over construction and experimental operation of a New York-Schenectady radio relay network, Dr. W. R. G. Baker, vice president of GE Electronics Dept., announced Friday.

Subject to FCC approval, Globe Wireless Ltd. and International Business Machines are transferring CPs and experimental operation licenses for the net to GE, Dr. Baker said. Globe retains an option to buy the facilities after they have "proved in," and plans to extend the net toward Chicago, he added. The net will carry television, FM, facsimile and business machine circuits.

REFURBISHED at a cost of $10,000, KFVD Los Angeles has undergone extensive painting and other improvements including remodeling of studios, control room and library. Face-lifting coincides with station's power hike to 5 kw which is slated for mid-August.

Conference

(*Continued from page 15*)

world conference was reported by Ed Allen, UN correspondent for International News Service. Broadcasting will be on the UN General Assembly agenda sometime in October, and the world telecommunications conference proposal which is being seriously considered within the UN secretariat likely will be presented at that time, it was learned.

No international broadcasting organization of consequence exists today because of the war. The prewar International Broadcasting Union which included many world powers but not the U. S. and USSR, was taken over by the Nazis during the war. The Berne bureau also is in need of reorganization.

NEW INDIANAPOLIS APPLICATION FILED

SECOND APPLICATION to buy WABW-FM and WBBW Indianapolis, competing with the purchase application of Curtis Radiocasting Corp., was filed with FCC last week by Radio Indianapolis Inc. owned by World Wars I and II veterans.

Curtis, which owns WBOW Terre Haute and controls through a subsidiary, WGBF-WEOA and WMLL (FM) Evansville, proposed to offer Curtis stock as consideration for the transfer [BROADCASTING, April 22]. Attorneys put the stock value at about $28,000. Under the Avco open-bidding rule, the competing applicant may bid for the facilities on the same terms.

Radio Indianapolis has 18 stockholders. Stephen A. Cisler Jr., former majority stockholder of WGRC Louisville, and Sims Gaynor, of New York, own the largest blocks, 17% each. Conrad Ruckelshaus, of Indianapolis, is president. Curtis Radiocasting's application contemplates assignment of the licenses, now held by Associated Broadcasters Inc., to Evansville on the Air Inc., which Curtis controls and which is licensee of WGBF-WEOA and WMLL.

WABW-FM has been operating on 47.3 mc since last October; WBBW has not started operations.

Goodrich Adds

B. F. GOODRICH CO., Akron, sponsor of *Detect and Collect* program on ABC, effective Aug. 17 increases broadcast time to a half-hour and moves the program to Sat., 9:30-10 p.m., on ABC. Program has been heard Thurs., 9:30-9:55 p.m. Agency is BBDO, New York.

VIDEO POOL BEATS MOVIES

Bikini Atom Films, Telecast Ahead of Newsreels, Fed to All Outlets by NBC

POOLED OPERATIONS at home as well as abroad enabled the eastern television stations who cooperated in sending a cameraman to Bikini to beat the movie theatres by a full day in giving the public the first pictures of the second atom bomb test.

When the films which were flown from Bikini were received in New York on Tuesday, after their clearance by the Government film coordinator in Washington, J. Harrison Hartley, NBC director of special features for television, called the other participants, suggested that two days could be saved if the program were handled as a pooled telecast instead of each station doing its own editing.

NBC Feeds

They agreed and at 8 that evening NBC fed the program by wire to the transmitter of WCBW New York (CBS) as well as its own WNBT, simultaneously sending it to WRGB Schenectady by radiowave. A half-hour later NBC repeated the transmission for the DuMont stations, WABD New York and W3XWT Washington, and for the Philco station, WPTZ Philadelphia. W3XWT received it by coaxial cable, WPTZ by radio relay.

The picture was edited and telecast directly from the negative, saving the time necessary for duplicate prints to be made for all stations and for each to edit them. Oral commentary, also supplied by NBC, was kept general, mentioning the television pool but never any individual station except when all participants were listed. At the beginning and end of the program each station was given the chance to make its own identification, working from oral cues in a synchronization job described as "the trickiest operation television has ever attempted."

The program was sponsored on WNBT by Esso Marketers, a special presentation for both sponsor and station as WNBT is not ordinarily on the air on Tuesdays. Esso Marketers also sponsored the first showing of the films of the Paris Peace Conference on WNBT on Wednesday evening, when the Bikini pictures were repeated. Marschalk & Pratt is the Esso agency.

Correspondents Flown To Oak Ridge Opening

FOUR network representatives were flown to Oak Ridge, Tenn., last Friday to attend the formal opening of the atom bomb plant there. NBC's Bjorn Bjornson reported on the trip on the 6:15 p.m. (EST) Friday *News of the World* show over facilities of WROL Knoxville. Julian Anthony of ABC described the tour at 6 p.m. (EST) Friday over ABC via WBIR Knoxville. Bud Sherman, Mutual correspondent, gave his report Saturday 10 a.m. and another report on the *Checkerboard Jamboree*, 12-1 p.m., on Mutual. Bill Downs of CBS had not set time of his report when BROADCASTING went to press.

Irving Waugh and Jud Collins of WSM Nashville also covered the plant's opening. Capt. Leonard Schmitz, chief of the Radio Section, War Dept. Public Relations, was escort. The group was flown to Oak Ridge in an ATC plane.

Radiomen Return

THREE radiomen returned to the States last week after duty with the radio section at General MacArthur's headquarters in Tokyo Lieut. Victor F. Campbell, former production manager of WGY Schenectady, has been assigned to the Radio Section, Public Relations Division, War Dept. Lieut. Hugh Kees, who was station manager of KOH Reno, is now being separated from the Army. He was chief engineer of Radio Tokyo prior to his return to the States. Cpl. Mike Dutton, ex-producer of the *Philco Hall of Fame* and the *Ginny Simms Show*, is now on temporary duty with the Radio Section.

FARMS NEED BETTER RECEPTION

Farm Service Programs Must Also Be Aired At Convenient Time

FARM LISTENERS' need for good radio reception at a convenient time "if farm service radio programs are going to do the needed job," was emphasized last week by M. L. Wilson, director, Federal Extension Service, Dept. of Agriculture.

He sent to state extension directors and editors a copy of a memorandum prepared for FCC in amplification of his earlier testimony at the clear channel hearings, asserting that the Census Bureau's disputed survey of rural reception showed that farmers in the "poorer radio coverage areas" (90% in some regions) tune most often to regional and local stations for farm service programs.

"Only in the primary night and day service areas, generally speaking, did a majority of farmers interviewed turn most often to the Class A stations for their farm service program," he declared. "If we had more farm service programs broadcast at night, when the clear channel stations can best cover the poorer served areas, we might have gotten a greater switch to the 1-A stations at night."

He said both farmers and nonfarmers gave reception "as by far the most important reason" for listening to their preferred station, but that "eight times as many farmers as city people gave convenient time as a reason for listening to farm service programs. . . ." Many farm programs, he added, are broadcast "in the morning before a lot of the farmers interviewed turn on their radios."

The survey data, he said, intensified his belief in the need both for good reception at convenient times and for farm programs presented "in terms of local farm problems and application."

An abstract of Director Wilson's memorandum was carried in the *RFD Letter* sent by Agriculture Dept. to radio farm directors.

At Deadline ...

FCC PROPOSES SIX NEW AM GRANTS

USING extent of applicants' acquaintance with local needs and intent to participate in station operation as yardstick in most cases, FCC Friday handed down five proposed decisions looking to grants for new AM stations in six cities, proposing denial of conflicting applications in each case.

Nominated for grants were:

Geneva, N. Y.—Star Broadcasting Co., principally owned by Maurice R. Forman, executive of B. Forman & Co., Rochester (62.5%), 1240 kc 250 w fulltime. WARC Inc. and Seneca Broadcasting Corp., applicant for same facilities at Rochester, proposed for denial on grounds better distribution of service would result from Geneva grant. Star chosen over Finger Lakes Broadcasting System, other applicant for 1240 kc at Geneva, because Finger Lakes owner, Gordon P. Brown, owner of WSAY Rochester in "contiguous" area, would devote only part time at Geneva, while Star's station would be directed by Star principals.

Odessa, Tex.—Southwestern Broadcasting Corp. given proposed grant for 1450 kc with 250 w fulltime. Denial proposed for Permian Basin Broadcasting Co., seeking same facilities. FCC said controlling Permian stockholders, Houston Harte and M. B. Hanks, "are involved in many substantial and widespread undertakings" (including interests in KRIS Corpus Christi, KPLT Paris, Tex., KRBC Abilene, and newspaper and business enterprises) and probably could give "no substantial amount of personal supervision" to station. Southwestern's President Paul Moss (25%), on other hand, could devote bulk of time to Southwestern outlet while Dorrance D. Roderick (64%), licensee of KROD El Paso and interested in other stations, would spend "substantial" time on station in early stages, decision asserted.

Borger, Tex.—Richard George Hughes, lumber and construction company official, received proposed grant for 1490 kc with 250 w fulltime; denial proposed for Borger Broadcasting Co.'s competing application on grounds Mr. Hughes' "active participation in the development and civic activities of Borger" makes him better qualified. Borger Broadcasting, owned by W. J. Harpole (50%) and J. C. Rothwell (25%), owners KSAM Huntsville and KVOP Plainview, Tex., and William T. Kemp (25%), KVOP manager.

Corpus Christi, Tex.—Corpus Christi Broadcasting Co. got proposed grant for 1230 kc with 250 w fulltime. Vann M. Kennedy, Austin newspaperman (50%), and Mrs. Kennedy (3%) plan to devote full time to proposed station. This, local residence of four other stockholders, and program plans formed basis for decision. Denials proposed for Howard W. Davis (licensee KMAC San Antonio, 50% owner KPAB Laredo), trading as Walmac Co., and for RF&W Broadcasting Co., also seeking 1230 kc at Corpus Christi.

Kalamazoo, Mich.—Harold F. Gross, 78% owner WJIM Lansing, doing business as Southwestern Michigan Broadcasting Co., received proposed grant for 1360 kc with 1 kw, DA night. FCC held grant would give better distribution of service than grant of Booth Radio Stations application for same frequency at Lansing, which was given proposed denial.

McKeesport, Pa.—Mon-Yough Broadcasting Co. application for 1360 kc with 1 kw, DA night, received proposed grant, with denial proposed for McKeesport Radio Co.'s application for 1 kw daytime operation on same frequency. FCC said all Mon-Yough officers live at McKeesport and have business interests there, while all officers of competing applicant live in Pittsburgh. Mon-Yough has 13 stockholders, with President George R. Raikes, retired supervisor buyer for chain store, and Robert M. Cox, dry goods store owner, owning 22.2% each. McKeesport application considered in consolidated proceeding with those for Kalamazoo and Lansing.

RECEPTION VALUE

FAVORABLE conditions for broadcast and television reception are elements of value in real estate, Judge Alfred C. Baldwin, Connecticut State Referee, ruled in case of I. A. Martino, chief engineer of WDRC Hartford. Referee increased State Highway Dept.'s damages from $1,250 to $4,652 for taking fifth of an acre from Martino property for highway use. Mr. Martino had claimed passage of autos over new road will interfere with radio and television at his home.

WHB GRANTED FULLTIME ON 710 KC WITH 5 KW

FINAL DECISION granting WHB Kansas City's long-pending application for change from daytime on 880 kc to fulltime on 710 with 5 kw directionalized, subject to antenna approval, announced by FCC Friday. Conflicting application of WTCN Minneapolis for change from 1280 to 710 kc using 10 kw denied without prejudice to filing of petition within 20 days asking record be reopened for further evidence. (See story page 62.)

Commission also made final decision to grant Martinsburg Broadcasting Co. application for 1340 kc with 250 w fulltime at Martinsburg, W. Va. and deny application of Berkeley Broadcasting Co. for same facilities. Martinsburg Broadcasting owned by C. M. Zinn, ice cream company salesman, who will be sales manager, and his son-in-law, C. Leslie Golliday, formerly with WFMD WORK WINC, who will be general manager.

BMB COMMITTEE DISCUSSES PLANS FOR NEXT TWO YEARS

EXPLORATORY meeting of BMB Special Plans Committee at BMB headquarters in New York discussed activities for 1947 and 1948 without reaching conclusions. Questions raised included: Should BMB make another national survey in 1947 or embark on other experimental research projects, or both, with such supplementary questions as how far in advance must a desision on 1947 be made; if another national survey is decided on should it be a repeat of the 1946 one or changed?

Present were: Fred Manche, BBDO; Kenneth Baker, NAB; H. M. Beville Jr., NBC; E. F. Evans, ABC; Marion Harper Jr., McCann-Erickson; Arno Johnson, J. Walter Thompson Co.; Edward Batchelder, ANA; Donavan Stetler, Standard Brands; Frederic Berner, G. Washington Coffee Refining Co.; Henry Poster, ABC; Harper Carraine, CBS; Edward Reeve, CBS; E. P. H. James, MBS; Richard Puff, MBS; Kenneth Greene, NBC; Roger Clipp, WFIL; Dietrich Dirks, KTRI; Earl Winger, WDOD. BMB was represented by Hugh Feltis, John Churchill, Philip Frank, Richard Wyckoff and Ralph Sharp.

LICENSES RENEWED

LICENSE RENEWALS announced by FCC Friday: KCOK Tulare, Calif, KFOR Lincoln, KGY Olympia, KPPC Pasadena, KAVE Carlsbad, N. M., KDON Monterey, Calif., WEBQ Harrisburg, Ill., WIBU Poyenette, Wis., WKOK Sunbury, Pa., WLAG LaGrange, Ga., WOMT Manitowoc, Wis., WSOC Charlotte, for period ending Aug. 1, 1949 ; WEAU Eau Claire, Wis., WMUR Manchester, N. H., WTAG Worcester with auxiliary and emergency auxiliary, and WTMJ Milwaukee and auxiliary to May 1, 1949; KTHT Houston to Feb. 1, 1949; WBT Charlotte to May 1, 1948; KYOS Merced, Calif. to Aug. 1, 1948.

FACSIMILE NEWSPAPERS

ARISTIDE BLANK, publisher of *France-Soir* and other French newspapers and magazines, licensed by Finch Telecommunications Inc., New York, to use Finch equipment to blanket France, Belgium and Algiers with facsimile newspapers. Ten facsimile installations being shipped to France immediately; operations to start next year.

PIPED TO PARTY

TO GIVE its new national sales representatives a sample of its operations, WTRY Troy piped 45 minutes of its afternoon programs from its studios over 150 miles of Class A lines into the New York office of Headley-Reed Co., where H-R staff and group of timebuyers heard how station handles station breaks and announcements on participating shows. Guests included Reggie Schuebel, Duane Jones Co.; Frank Coulter, Young & Rubicam; Frank Haas, American Home Products; Beth Ruth Burns, Ted Bates, Eunice Dickson, BBDO. WTRY's chief engineer, Al Chismark; John Sutphen, sales manager, and Beverly Middleton, assistant to president, attended. Idea was conceived by William A. Riple, WTRY vice president and general manager.

GENERAL FOODS sales first half 1946 were $71,735,863, compared with $76,922,699 same period, 1945. Net earnings after taxes and charges, $3,791,580, equal to 68 cents share common, compared with $4,247,229, worth 76 cents share common, first half 1945.

STERLING DRUG Inc. and subsidiaries net profit for six months ending June 30, after all charges and tax provisions made, $7,301,910, highest semi-annual earnings in its history.

Closed Circuit

(*Continued from page 4*)

cation and renewal forms. FCC evidently would like to have particular provisions on program balance spread throughout its rules governing broadcast station operations. It's a matter, however, to be cleared with Budget Bureau. FCC revised proposals expected at Bureau Sept. 1.

FM INSIDERS gloating over confidential production reports indicating FM sets are being produced at rate of thousand per day by such manufacturers as Zenith, Stromberg-Carlson, Scott, and Freed Radio. This has been going on for about month and is exclusive of production of other manufacturers such as GE, Philco,

RCA named to handle worldwide distribution of recorders manufactured by Frederic Hart & Co., Poughkeepsie. Announcement expected this week.

WESTINGHOUSE engineers, convinced by exhaustive flight tests that they can live up to stratovision promises in covering wide area with carriers sent out from planes 30,000 feet in sky, will shift emphasis to improvement of signal quality. Tests to be undertaken shortly to perfect plane's reception from ground as well as retransmitted carrier.

DETROIT may well be site of next round of continuing struggle between AFL's International Brotherhood of Electrical Workers and independent National Assn. of Broadcast Engineers & Technicians for control of technical staffs at sizable proportion of nation's stations. In acquiring WXYZ Detroit as network-owned station, ABC also took over station's contract with IBEW, whereas other ABC-owned stations are staffed by NABET members. Both contracts expire next spring and it's safe bet there will be some hearty interunion battling before new ones are signed.

ATHENS RIOTING ON MBS; MOB CHASES REPORTERS

ON-THE-SCENE report from Athens, Tenn., where election riots raged, was broadcast Friday morning (8:14-8:30) by Mutual, with C. Clayton Redfern, general manager of WLAR Athens independent, describing all-night fighting. Off air temporarily when mobs disrupted lines, WLAR was able to provide facilities for Mutual pickup.

Allen Stout and Frank Larkin, WROL Knoxville, watched rioting from building across street from courthouse, with former describing events in hushed voice to avoid detection. WSM Nashville carried his broadcasts, interrupting regular features. Climax came at 3:30 a. m. when veterans stormed jail. Newspaper and press association reporters chased from town, monitored WROL WSM and other stations, according to Jack Harris, WSM associate manager.

UOPWA BOYCOTTS NBC

UNITED OFFICE & Professional Workers of America (CIO) started "consumers boycott" against NBC, sending letters to network advertisers charging NBC with unfair labor practice [BROADCASTING, July 22]. UOPWA asks advertisers to protest to network.

PRESS WIRELESS established radio press facilities in Luxembourg Palace Hotel, Paris, for Peace Conference coverage. Also provides interpreters for correspondents.

FUN FOR KIDS

FUN AT HOME show presented Aug. 4 by all Minneapolis commercial stations. Idea Suggested by George Grim, *Minneapolis Tribune* columnist. WCCO KSTP WTCN WLOL WMIN WDGY took part. When each station completed its 30-minute segment, it asked listeners to tune in next portion.

Idea was to entertain youngsters kept at home by polio epidemic. KUOM and WCAL, college stations, have been providing hour of kid programs, including game suggestions, stories, circus music and such, at Grim's suggestion. Commercial stations quickly joined in idea.

NETWORK PROGRAM CONTROL CONSIDERED BY CANADA

CBC studying possibility of central control of all American network programs coming into Canada in order to get equitable distribution to Canadian stations, Dr. A. Frigon, general manager of CBC, told Parliamentary Radio Committee in Ottawa.

CBC also investigating formula for limitation of number of stations by districts according to radio homes, he said, promising CBC report of commercial rate structures for all Canada will be ready in two months.

FCC ISSUES 20 AM GRANTS

(Continued from page 4)

Chickasha, Okla., made final. Grantee owned by President George C. Robinson Jr., former KRLD Dallas plant engineer, and James B. Quattlebaum, junior bank examiner, Federal Deposit Insurance Corp., 49.1% each [BROADCASTING, March 11].

New grants:

Haverhill, Mass.—Haverhill Gazette Co. 1490 kc 250 w fulltime. Firm publishes Haverhill Evening Gazette, is headed by John T. Russ. Granted Aug. 1.

Provo, Utah—Central Utah Broadcasting Co. 1490 kc 250 w fulltime. Principals: Frank A. Van Wagenen, Navy veteran, formerly manager Van Wagenen Investment Co., 66 2/3%; Harold E. Van Wagenen, formerly executive Geneva Steel Co., 33 1/3%. Granted Aug. 1.

West Plains, Mo.—Robert F. Neathery, electrical engineer (to be manager). 1450 kc 250 w fulltime. Granted Aug. 1.

Artesia, N. M.—Intermountain Broadcasting Co. 1450 kc 250 w fulltime. Principals: J. C. Morrison, Albuquerque, president, and nine others have 100 shares each, lesser interests held by three others. Granted Aug. 1.

Vidalia, Ga.—Vidalia Broadcasting Co. 1450 kc 250 w fulltime. Principals: M. F. Brice, wholesale grocer; W. O. Davis, banker; R. E. Ledford, publisher; R. W. Sockwell, automobile dealer, 25% each. Mr. Sockwell to be manager. Granted Aug. 1.

Tulsa, Okla.—Public Radio Corp. 1570 kc 1 kw daytime only. Principals: Sam E. Avey, real estate owner, president-treasurer, 50%; Glenn Condon, news editor-studio manager KTUL Tulsa, 25%; Ethel B. Kellough, 24%; Robert W. Kellough, 1%. Granted Aug. 1.

Creston, Iowa—Southwest Iowa Broadcasting Co. 1520 kc 1 kw daytime only. Principals: Arthur Horning, president Audubon (Iowa) Printing Co., president, 100 shares; E. M. Horning of Audubon Printing Co., and F. W. Livingstone, representative Sinclair Refining Co., 50 shares each. Granted Aug. 1.

Chattanooga, Tenn.—Joe V. Williams Jr., businessman. 1490 kc 250 w fulltime. Granted Aug. 1.

Alice, Texas—Alice Broadcasting Co. 1070 kc 1 kw daytime only. Partnership: E. G. Lloyd Jr., Alice attorney and newspaper publisher, and Buford Nicholson, Corpus Christi, 42.5% each; J. H. Mayberry, Corpus Christi radio technician, 15%. Granted Aug. 1.

Utica, N. Y.—Central Broadcasting Co. 1100 kc 250 w daytime only. (Comr. C. J. Durr voted against.) Partnership: H. Ross Perkins and J. Eric Williams, grantees for new Norwich, Conn. station. Granted Aug. 1.

Spokane, Wash.—Cole Wylie, general manager ZBM Hamilton, Bermuda. 1340 kc 250 w fulltime. Granted Aug. 1.

Columbia, Miss.—Forrest Broadcasting Co., licensee of WFOR Hattiesburg, Miss. (partnership). 1450 kc 250 w fulltime. Principals: C. W. Wright, 60%; B. M. Wright, 20%; C. J. Wright Jr., 20%. Granted Aug. 1.

Belleville, Ill.—Belleville Broadcasting Co. (equal partnership). 1060 kc 250 w daytime only. (Subject to any interference from WDZ Tuscola, Ill., if latter moves to Decatur.) Principals: John H. Schultz, WTAX Springfield, Ill. engineer; Marshall True, Army veteran; Paul A. Wnorowski, engineer Commodore Broadcasting Inc.; Marvin A. Moliring, Army veteran; John W. Lewis Jr., employed by Gates Radio Co.; Joseph H. Yaegel, assistant program director-announcer WSOY Decatur, Ill. Granted Aug. 1.

Near Anderson, Ind.—Civic Broadcasting Corp. 1470 kc 1 kw daytime only. Principals: L. B. Gallimore, general contractor, president, 40 shares; J. Byron Crouse, vice president; Clarence C. Moore, executive vice president International Radio & Electron Co., vice president, 40 shares; John J. Garrett, City of Anderson Controller and 50% owner John J. Garrett Automotive Supply Co., treasurer, 10 shares; Paul E. Billheimer, pastor Anderson Gospel Tabernacle Inc., secretary, 40 shares; A. D. Gallimore, wife of L. B. Gallimore, 40 shares. Granted Aug. 1.

Stillwater, Okla.—Stillwater Publishing Co. 840 kc 250 w daytime only. Principals: C. R. Bellatti, publisher of Stillwater Daily News and Daily Press and president and 15% owner of Surety Royalty Co., president, treasurer, 55%; L. F. Bellatti, assistant publisher of Stillwater Daily News and Daily Press, vice president, 15%; R. M. Bellatti, managing editor Stillwater newspapers, secretary, 15%; M. L. Heisler, 0.5%. Granted Aug. 1.

Gardner, Mass.—Gardner Broadcasting Co. 1490 kc 250 w fulltime. Principals: David M. Richman, attorney, owns 50% Colonial Hotel, Gardner and 27% Weldon Hotel, Greenfield, Mass., president-treasurer, 48.6%; Rose S. Richman, wife of D. M. Richman; 50% owner of Colonial Hotel and 27% Weldon Hotel, director, 47.2%; Owen A. Hoban, District Attorney Middle District of Mass., vice president, 1.4%; Rex Reynolds, manager Richman Hotels, clerk, 1.4%. W. Allen Moore, attorney, 1.4%. Granted Aug. 1.

Bristol, Va.—Appalachian Broadcasting Corp. 690 kc 1 kw daytime only. Robert H. Bassett, owner of Bassett Dairy Products, president, 33 1/3%; J. Fey Rogers, program director WOPI Bristol, Tenn., vice president, 33 1/3%; Robert H. Smith, chief engineer WOPI Bristol, Tenn., secretary-treasurer, 33 1/3%. Granted Aug. 1.

Bristol, Va.—Blanfox Radio Co. Inc. 860 kc 1 kw daytime only. Principals: Richard B. Helm, president, 46.5%; J. Francke Fox Jr., radio engineer, vice president, 46.5%; O. R. Galliher Jr., secretary-treasurer, 7%. Granted Aug. 1.

Lubbock, Tex.—Lubbock Broadcasting Co. 950 kc 1 kw daytime only. Walter G. Russell, 25% owner KTNM Tucumcari, president, 30%; Clyde H. Smith, employed by KTNM, vice president-general manager, 10%; Hoyt Houck, 25% owner KTNM, vice president, 30%; Robert Houck, partner KFDA Amarillo, secretary-treasurer, 30%. Granted Aug. 1.

Moses Lake, Wash.—Columbia Basin Broadcasters. 1450 kc 250 w fulltime. Principals: Jessica L. Longston, newspaper publisher and holder of CP for Burley, Idaho; Edward L. Jansen, former general manager KTBI Tacoma and KSFO San Francisco, now with United Press in station relations; C. V. Zaser, former WAC officer; L. Bernice Brownlow, assistant publisher Mist Publishing Co. Granted Aug. 1.

People

GEORGE B. SAVIERS, with Westinghouse Electric Corp. since 1933, named radio and radar specialist in company's Central District, headquartering in Pittsburgh.

ROZENE RICHARDS, daughter of G. A. (Dick) Richards, president, WJR WGAR KMPC, in critical condition Friday with fractured back and head injuries suffered in Beverly Hills, Calif. auto accident.

DON BELL, MBS correspondent, returned to U. S. after more than year in Pacific as network reporter, now in Washington awaiting reassignment after covering Bikini atom tests.

JACK KEASLER named assistant general manager of WOAI San Antonio to replace Cecil Beaver, who resigned to become general manager of KTBS Shreveport.

FARADON JAY MOSS, partner, McMillan & Moss, Los Angeles, and client, OTTO K. SCHUENKE of Export Assoc., on flying trip to Paris and Switzerland, Aug. 7 to confer with Countess Y. le Guales de Mezaubran, maker of GM champaign, a perfume, cream and soap of which Export has world distribution rights. Radio slated for promotion campaign in U. S. Pair return Aug. 20.

PROPRIETARY COPY GROUP NAMES AGENCY MEMBERS

PROPRIETARY Assn. of America expands Advisory Committee on Advertising to include representatives of advertising agencies and names Harvey M. Manss, vice president of Sterling Drug Inc., New York, as committee chairman.

In addition to Mr. Manss, following have been placed on committee: Ben Duffy, president, BBDO, New York; Richard Compton, chairman of board, Compton Adv., New York; William Resor, president, J. Walter Thompson Co., New York; Louis Brockway, executive vice president, Young & Rubicam, New York; Harry H. Hoyt, president, Carter Products Inc., New York; Robert Brown, assistant vice president and director of advertising research and market analysis of Bristol-Myers Co., New York; Stanley Morrell, executive assistant, Lambert Pharmacal Co., St. Louis, Mo.

Committee will "attempt to set up rules for decency in copy and make suggestions that will tend to eliminate disparaging statements in advertising."

RMA COMMITTEE PLANS RADIO WEEK DISCUSSION

ADVERTISING Committee of Radio Manufaturers Assn. to meet Thursday at KYW offices, Philadelphia, to discuss second National Radio Week. Committee will take up four-point program [BROADCASTING, Jan. 22].

Suggested radio week plans to be submitted to NAB Board of Directors at Aug. 6-8 meeting in Estes Park, Col. Plans discussed last week by Bond Geddes, RMA executive vice president, and A. D. Willard Jr., NAB executive vice president. Chairman of RMA Advertising Committee (Set Division) is John S. Garceau, Farnsworth Television & Radio Corp.

RADIO provided $2,170,000 of over $5,000,000 in space and time contributed by all media during June-July bond campaign, according to Burton Davis, chief of press section, Treasury Savings Bond Division.

SEEMS ONLY LIKE YESTERDAY WHEN THE KMBC SERVICE FARMS PROJECT WAS FIRST HEARD FROM! BUT FAN MY BROW AND CALL ME PHIL EVANS, THAT'S THREE YEARS BACK—CLOSE TO A THOUSAND FARMCASTS AGO!
WELL, WE HAVEN'T EXACTLY BEEN STANDING AROUND CHEWING OUR CUD. SIXTY BIG, LUSTY CALVES IN THE PAST THREE YEARS! HIGH GRADE ANGUS BREEDING STOCK FOR FARMERS WHO COULDN'T OTHERWISE AFFORD THE BEST—THAT'S US, YOU KNOW!
LISTEN TO ALL THAT CACKLING GOING ON OVER... AS FOR WE NEW HAMPSHIRES, THE LAST TIME I CHECKED, ARE PAST THE 1500 MARK AND THERE ARE 600 OF US RIGHT NOW LAYING EGGS AND (SHUDDERS) RUMOR HAS IT, KEEPING THE POTS BRIMMING FULL.
PARDON ME, BUT I WOULD LIKE TO SAY RESPECTFULLY THAT... WELL, OH GOSH, I'M BASHFUL... BUT WE'RE PROUD, TOO! SEVENTY-SIX YOUNG'UNS FOR US. A HERD NOW OF OVER A HUNDRED!
NOW, WOULDN'T THAT BARBECUE YOU! WE HAMPS AND BERKS HAVE PRODUCED CLOSE TO A HALF-THOUSAND PORKERS IN THE PAST THREE YEARS. RIGHT NOW THERE ARE SOME 250 OF US ROOTING AROUND ALL OVER THESE THOUSAND ACRES.
WHO, ME? NAW, I DON'T LIVE HERE! I'M DOING QUITE WELL AS A FREE LANCE, YOU KNOW!
On KMBC you get PLUS Service of
PERPETUAL PROMOTION

Important farm radio news was made in 1943 at just about this time of the year. With 49% of the Heart of America being rural, KMBC recognized a need for even a greater farm service programming—although the station long had been a leader in maintaining a full-time farm department, exclusive marketcasts and rural entertainment. To enumerate all the improvements and important contributions made by *KMBC Service Farms* during the past three years would necessitate seven feet of books. Vital experiments have been successfully carried out with soil binding and building materials, insecticides, fertilizers and seeds. Dozens of demonstrations have been conducted for 4-H, FFA and other farm bureau groups.

KMBC

OF KANSAS CITY

Free & Peters, Inc.

Since 1928—Basic CBS Station for Missouri and Kansas